

1996

FENWAY PARK

\$1.50

RED SOX

T.M.



OFFICIAL SCOREBOOK MAGAZINE

THIRD EDITION

Fenway Stars
Phenomenons of
Fenway Park

1946 Season
Highlights from June 1946

The Middle Relievers

The First American
League Umpire
Tom Connolly

Baseball on Fox

TROY
O'LEARY

ALSO INSIDE:
FREE POSTER OF
HEATHCLIFF SLOCUMB
with Player Photos on Back!

Red Sox fans,
when you've got the
great taste of an ice cold
Miller Lite...



Miller Brewing Company, Milwaukee, WI

OFFICERS

Chief Executive Officer John L. Harrington
Executive Vice President and General Manager

..... Daniel F. Duquette
Executive Vice President Administration John S. Buckley
Vice President and Chief Financial Officer Robert C. Furbush
Vice President Broadcasting James P. Healey
Vice President Public Relations Richard L. Bresciani
Vice President Sales and Marketing Lawrence C. Cancro
Vice President Stadium Operations Joseph F. McDermott

BASEBALL OPERATIONS

Assistant General Manager Michael D. Port
Assistant General Manager and Legal Counsel

..... Elaine W. Steward
Major League Manager Kevin C. Kennedy
Director of Baseball Operations Steven W. August
Director of Field Operations Robert W. Schaefer
Director of Florida Operations William A. MacKay
Director of Player Development and Administration

..... Edward P. Kenney
Director of Scouting W. Wayne Britton
Executive Director of International Baseball Operations
..... R. Ray Poitevint
Assistant Scouting Director Erwin L. Bryant
Coordinator of Baseball Operations Kent A. Qualls

Traveling Secretary John F. McCormick
Special Assistant for Player Development John M. Pesky
Major League Scout Frank J. Malzone
Major League Special Assignment Scout G. Edwin Haas
Medical Director Arthur M. Pappas, M.D.
Trainer James W. Rowe, Jr.
Physical Therapist Richard M. Zawacki
Strength and Conditioning Coordinator

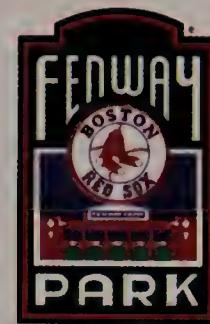
..... Merle V. "B.J." Baker, III
Baseball Operations Assistant Thomas L. Moore
Instructors Theodore S. Williams
..... Carl M. Yastrzemski
Executive Administrative Assistant Lorraine Leong
Equipment Manager and Clubhouse Operations
..... J. Joseph Cochran

ADMINISTRATION AND FINANCE

Controller Stanley H. Tran
Director of Advertising and Sponsorships Jeffrey E. Goldenberg
Director of Corporate Communications Kevin J. Shea
Director of Facilities Management Thomas L. Queenan, Jr.
Director of Food Services Patricia T. Flanagan
Director of Sales Robert G. Capilli
Director of Ticket Operations Joseph P. Helyar
Consultant James "Lou" Gorman
Superintendent of Grounds and Maintenance Joseph P. Mooney
Box Office Manager Richard J. Beaton, Jr.
Broadcasting Manager James E. Shannahan
Community Relations Manager Ronald E. Burton, Jr.
Corporate Communications Manager Fred Seymour, Jr.
Customer Relations Manager Ann Marie C. Starzyk
Ground Crew Manager Casey Erven
Group Sales Manager Timothy J. Dalton
Premium Seating Sales Manager Thomas M. Snead
Promotions and Special Events Manager Susan P. Salerno
Property Maintenance Manager John M. Caron
Publications Manager Debra A. Matson
Season Ticket Manager Joseph L. Matthews
600 Club and Suites Manager Daniel E. Lyons
Telephone Sales Manager Jeffrey H. Connors
Central Purchasing Administrator Eileen M. Murphy-Tagrin
Computer Operations Administrator Scott A. LeLievre
Credentials Administrator Mary Jane Ryan
Payroll Administrator Catherine A. Fahy
Receptionist and Switchboard Helen B. Robinson
Staff Accountant Robin R. Yeingst

STAFF

Accounting: Renee L. Wychorski, Tina K. Yong; Administration-Legal: Shonnett L. Sisco; Facilities Management: Glen P. McGlinchey; Food Services: Molly A. Walsh; Ground Crew: Edward C. Pistorino; Human Resources: Deborah A. McIntyre; Stadium Operations: Albert J. Forester; Ticket Office: Marilyn M. DiBenedetto.



Welcome to FENWAY PARK Home of the Boston Red Sox

PARTNERS

GENERAL PARTNER:

Jean R. Yawkey Trust:

John L. Harrington

William B. Gutfarb

LIMITED PARTNERS:

ARAMARK Corporation: Joseph Neubauer, Chairman

Dexter Group: Harold A. Alfond, Principal

Jean R. Yawkey Trust

Arthur M. Pappas, M.D.

Samuel A. Tamposi Trust

Thomas R. DiBenedetto

John L. Harrington

John A. Kaneb



John L. Harrington
Chief Executive Officer



Daniel F. Duquette
Executive Vice President
and General Manager



John S. Buckley
Executive Vice President
Administration



Robert C. Furbush
Vice President and
Chief Financial Officer

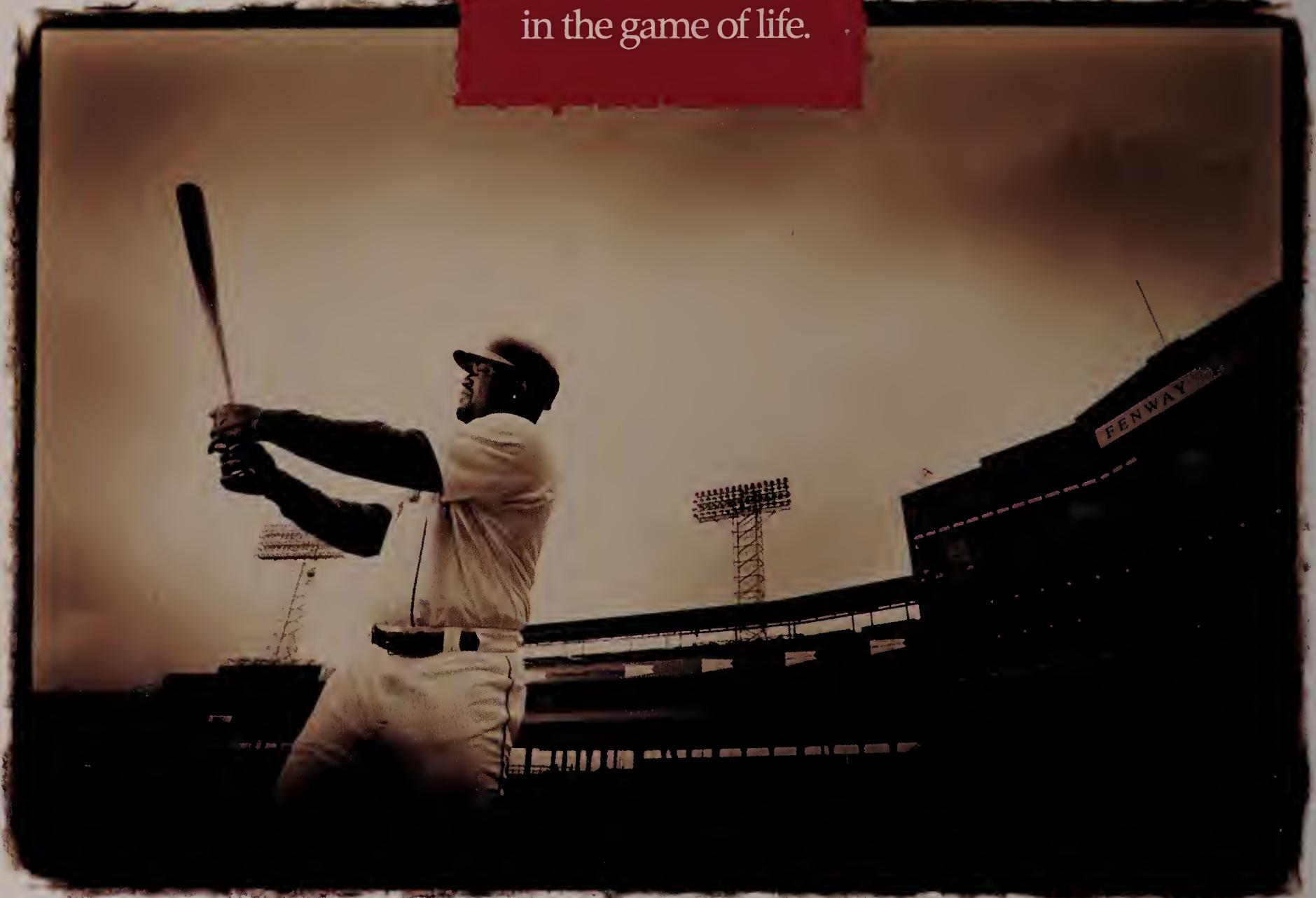


Michael D. Port
Assistant
General Manager



Elaine W. Steward
Assistant General
Manager and
Legal Counsel

When you're willing
to step up to the plate
off the field, you
become an MVP
in the game of life.



Whether it's on the field or in the community, Mo Vaughn always believes in stepping up and swinging for the fence. And it's a belief we share. Which is why we look forward to his continued participation as a key player on our community outreach team.

SCOREBOOK MAGAZINE

Published by
The Boston Red Sox
4 Yawkey Way, Boston, MA 02215

Editor-in-Chief: Dick Bresciani

Editor: Debbie Matson

Editorial Assistants: Mary Jane Ryan,
Matt Roebuck

Contributing Writers:

Herb Crehan, John Grabowski,
Ken Powtak, Chaz Scoggins, Ed Walton

Photographers:

Dennis Brearley, Jack Maley

Designer: Mary-Lynne Bohn

Accent Desktop Designs

Printing by Mass Printing and Forms, Inc.

Advertising: 262-1915

Advertising Manager: Jeffrey Goldenberg

Advertising Sales: Susan Salerno

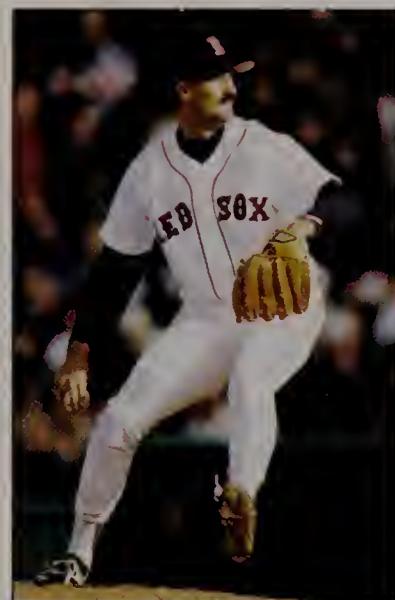
Marketing Assistant: Hans Manning

Editorial & Advertising Offices:

Fenway Advertising Associates
4 Yawkey Way, Boston, MA 02215

RED SOX OFFICIAL SCOREBOOK MAGAZINE™ is published and copyrighted ©1996 by the Boston Red Sox. All rights reserved. RED SOX OFFICIAL SCOREBOOK MAGAZINE™ is a trademark of the Boston Red Sox. Reproduction in whole or in part without prior written permission is prohibited. RED SOX OFFICIAL SCOREBOOK MAGAZINE™ assumes no responsibility to return unsolicited editorial materials. Letters become the property of the Boston Red Sox. All rights in letters will be treated as unconditionally assigned for publication and copyright purposes, and subject to RED SOX OFFICIAL SCOREBOOK MAGAZINE™ unrestricted right to edit and comment editorially. The Boston Red Sox is an Equal Opportunity Employer.

IN THIS ISSUE...



5 *In The Midst Of It All*

Red Sox Middle Relievers

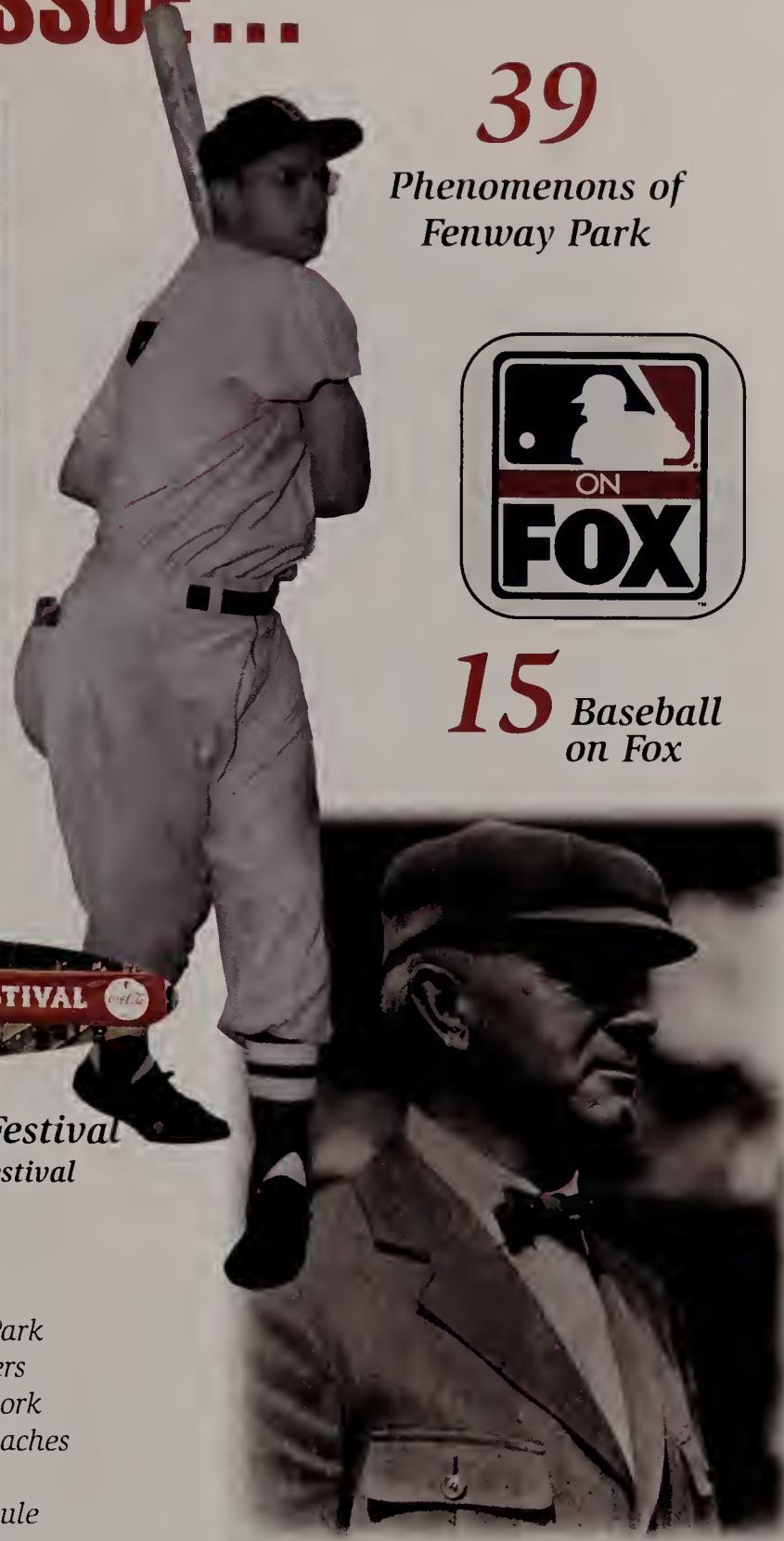


8 *Friendly Fenway Festival*

Photos from the 1996 Festival

DEPARTMENTS

- 1 Welcome to Fenway Park
- 21 Red Sox Broadcasters
- 23 Red Sox Radio Network
- 27 1996 Manager and Coaches
- 31 Code of Conduct
- 33 1996 Red Sox Schedule
- 37 How to Keep Score
- 38 Ticket and Seating Information
- 43 Guide to Fenway
- 45 Red Sox Promotions
- 57 Brain Teasers
- 63 Fenway Facilities



39

*Phenomenons of
Fenway Park*



15 *Baseball on Fox*

49

*Tom Connolly
The First American
League Umpire*

ARTHUR J. GALLAGHER/KALER CARNEY LIFFLER



Managing Risk . . . Nobody Does It Better
Insurance Brokers Since 1892

Harbor South Tower
100 Hancock Street
N. Quincy, MA 02171
617-770-2200

Two Westborough Business Park
Westborough, MA 01581

508-898-2626

Two Capital Plaza
Concord, NH 03301

603-224-9551



A BIG HIT
FOR 150 YEARS



HOOD
ICE CREAM

IN THE MIDST OF IT ALL: Red Sox Middle Relievers

by Ken Powtak

IT IS LIKELY THE MOST OBSCURE OF ROLES IN ALL OF BASEBALL. They enter each time, usually with the game on the line, but they're forgotten once the outcome is settled. Meet the middle reliever.

In the case of the Boston Red Sox' bullpen, its veteran pitchers, Stan Belinda, Mike Stanton and Mike Maddux, have been garnering the bulk of the innings this season in a role that has expanded in its total appearances, job description and importance the past 10 or so years.

The middle reliever is the general term, but it carries with it a number of subtitles that all lead to one key aspect of the job: taking a team from the starter to the closer and maintaining it in a position to grab a win.

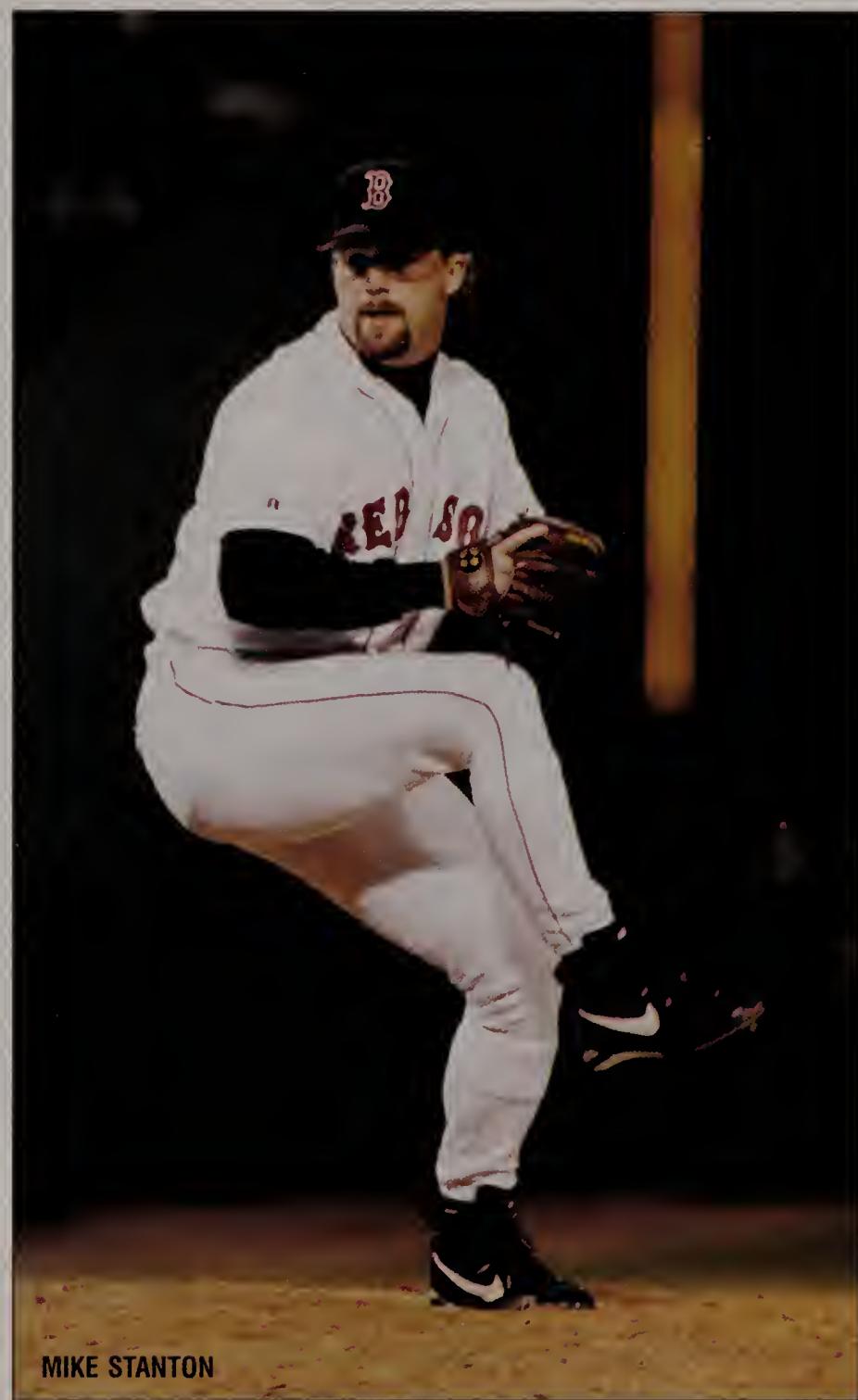
"There's so many specific roles now," said Stanton, who was acquired from Atlanta last July 31 and has worked in relief his entire five-year career. "You have a middle man, a long-relief man, a setup man and a short-relief man. You talk to most closers, and most games are saved in the seventh or eighth innings."

To the average baseball fan, the names are only familiar when a team struggles. They enter most of the time with the score close, primarily in the sixth through eighth innings, facing the heart of an opposition's batting order. It's definitely not the high profile aspect of a team's staff, but it comes with pressures that are unknown to many — except those that follow the results directly.

They each have roles that are broken down into one of the four categories Stanton mentions. Maddux, most of the time, is the middle man, working the fifth, sixth and/or seventh innings. Belinda and Stanton, normally, carry the setup spot, which is mostly comprised of the seventh and eighth innings, with an occasional appearance in the ninth inning.

"A long man is different than a middle man or a short man," said Belinda. "A long man may come in when the game's out of reach and needs to put up some innings to keep the other guys fresh. A middle man or a short man usually is needed to shut somebody down."

"I think it's a very important part of the game," explained the veteran of the bullpen, Maddux, 34, who is in his eighth season. "If a starter goes out and gives you 35



MIKE STANTON

starts a year, there might be 10 times he's unhittable. The other 25 times he's not going to have his good stuff, and he'll need help.

"As a middle reliever, you want to help that starter get to the seventh or eighth inning," Maddux continued. "You're an extension of the starter. You want to help him to get to the setup man or closer."

With it doesn't come very much notoriety. It's the anonymous position, sort of like a 'supporting actor' tag in the movies. Or with the number of odd jobs they do,



Baseball's other favorite chew.

Enjoy Boston's Favorite Pizza,
now available in Fenway Park.



{ IN THE MIDST OF IT ALL }



glamour to it," Belinda continued. "Pinch hitting is said to be the hardest thing to do in baseball, and I agree with that. But if you do well as a pinch hitter, there's a lot of glory involved."

So why is it that the role is so vital to a team? The reason is they mostly appear in close games with runners on base. They either are called upon to keep it tight or to hold a lead after the starter's work is deemed finished for one reason or another.

The three of them have performed in many roles out of the bullpen during their careers. Belinda, who was signed as a free agent by the Red Sox during April

1995 extended spring training, appeared in a career-high 63 games and posted a personal-best with eight wins and 10 saves. Before coming to Boston, he was a setup man in Kansas City and a closer in Pittsburgh. Last year, his primary function was as a setup pitcher, but he closed for a brief stint.

For most of his career, Stanton, who collected 27 saves as a closer for Atlanta in 1993, was mainly called upon for setup duties, mostly facing left-handed hitters. Maddux, who has played in Philadelphia, Los Angeles, San Diego, New York and Pittsburgh, before being signed by the Red Sox May 30, 1995, mostly became a reliever in 1991, the first time of his three consecutive 50-plus game seasons.

"People inside baseball know how important it is, and those are

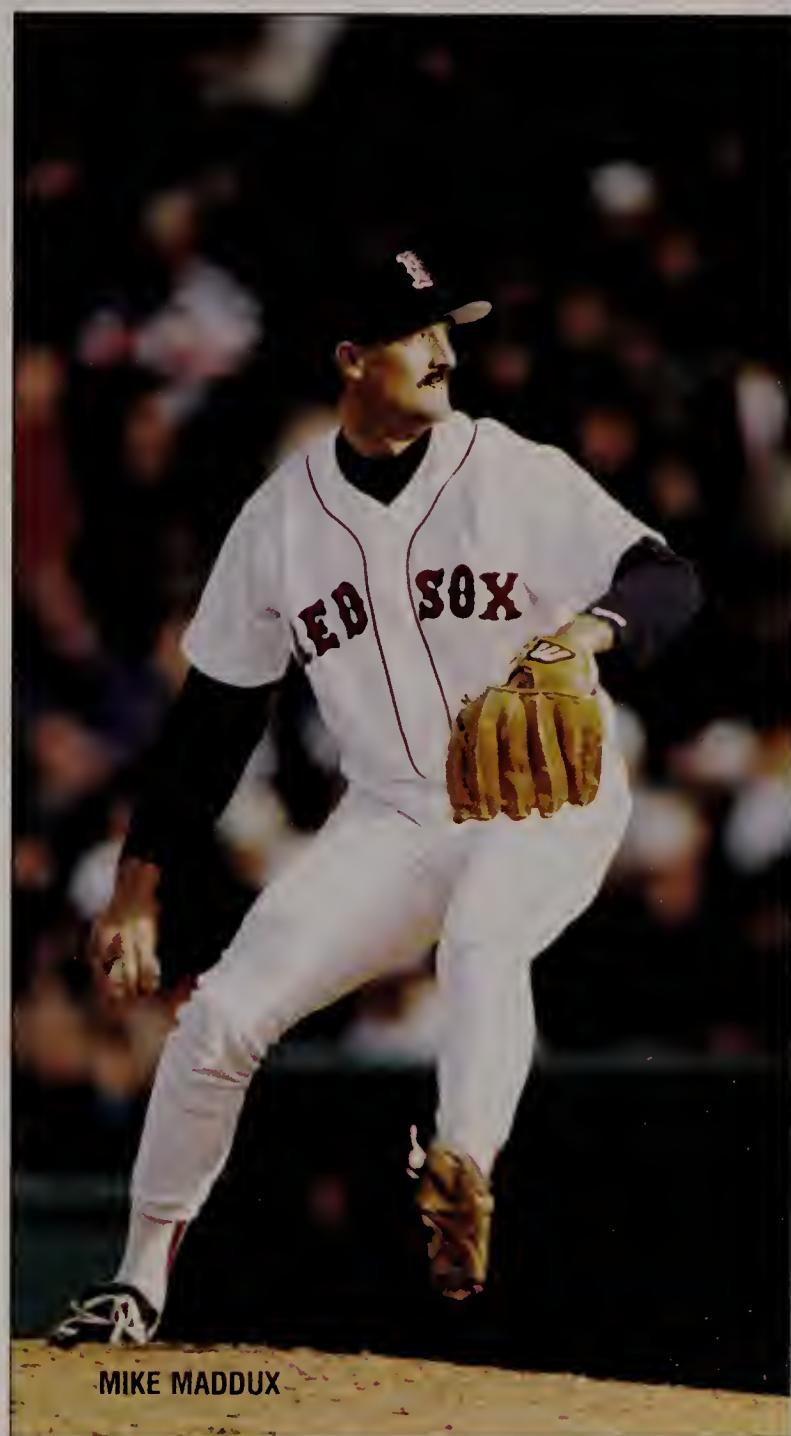
the ones that count," said Stanton, who worked in 251 games in relief over three seasons with the Braves from 1991-94. The average fan — and I'm not saying the fans in Boston, because they know their baseball — doesn't realize it.

"For example, I'm coming in to face a left-handed hitter, and if I make one bad pitch, whether it's the first or the last one, I had a bad game," he continued. "First and third and one out or two outs — there's no room for error."

And many times, it's the timing of facing a certain hitter that can make things very difficult.

"As a middle reliever, you're usually facing the No. 3, 4 or 5 hitter in the

Continued on Page 59



they're kind of like a utility player, however, with much greater implications on the outcome of a game in which they appear.

"It's definitely not a glamour role, Maddux mildly pointed out. "Ideally, in a perfect world, the middle reliever wouldn't pitch at all. Many times, somebody else gets the win, somebody else gets a save, and somebody else hits a home run. That's the story.

"It kind of goes unnoticed that the middle guy kept you in it," he continued. "He kind of bridges the gap. I think that's why it's kind of an anonymous role."

"The middle guys and setup guys are usually thrown to the wolves," said Belinda, who is in his sixth season and turns 30 August 6. "They're supposed to be mentally tough, and they're expected to come back and pitch a lot.

"In all of baseball, there's no



The gates just open, the first of the fans make their way down Lansdowne St.



Some of the featured entertainment.

FRIENDLY FENWAY FESTIVAL

The second annual Friendly Fenway Festival took place at Fenway Park and on neighboring Lansdowne Street (Ted Williams Way) on Monday, May 13. Red Sox players, management and staff participated once again, as an estimated crowd of over 25,000 turned out for the fun-filled event. Fans were given the opportunity to meet and ask questions of Red Sox Manager Kevin Kennedy and his coaches as well as Red Sox management. Lansdowne Street clubs Avalon and Music Hall opened their doors to fans holding tickets for the player autograph sessions. Free photo opportunities with Red Sox broadcasters were held, and the enjoyable afternoon was topped off with a walk along the warning track and an up close view of the Green Monster. Speed pitch baseball games, ballpark food, music, magicians and clowns all added to the festive flavor of the day. Fans left the park with free souvenirs and treasured memories to last a lifetime!



Anxious fans await their turns in the autograph line.



A magician stops to perform his wizardry for some interested onlookers.



Every Red Sox fan's dream, walking the warning track and touching the Monster!



A little sustenance and a rest for two satisfied fans.



An aspiring outfielder takes his chances against the wall!



A youngster meets Mo.



Fans enjoy a view of Fenway as they've never seen it!



Red Sox players graciously accommodate their loyal following.

**Pitchers ice their arms.
Outfielders ice their knees.**



Aren't you glad you're a fan?

DAY BY DAY WITH THE 1946 RED SOX

by Ed Walton

June 1&2

Rain

3 The Sox win their fourth doubleheader of the year, this time besting the Chicago White Sox 6-1 and 5-2. Dave Ferriss notches his ninth win of the year. Entering the game, Ferriss had four shutouts and had walked only three batters during the blankings. Three times he walked a man, and in the May 14 game against the White Sox, he didn't walk a batter. On this day, "Boo" loses his shutout when he issues his only walk to Guy Curtright. Hal Trosky and Don Kolloway follows with singles. Joe Dobson's five-hitter in the second game gives him his sixth win in seven decisions.

4 The Sox win their sixth straight with a six-run eighth inning to gain a 9-4 victory over the St. Louis Browns and Tex Shirley and Cliff Fannin. Bobby Doerr's three hits lead the offensive while lefty Earl Johnson turns in another sparkling relief effort to gain his fourth win.

5 After several rain delays, the Sox and Browns are halted by darkness with the score knotted at 8-8 after 12 innings. Vern Stephens celebrates his return to the St. Louis lineup with two singles and a two-run homer. The seesaw affair saw the Browns move ahead 8-7 in the ninth, but in the bottom of the inning, the Sox load the bases — singles by Metkovich and Pesky and a walk to Williams, and Doerr's long fly tallies the tying run.

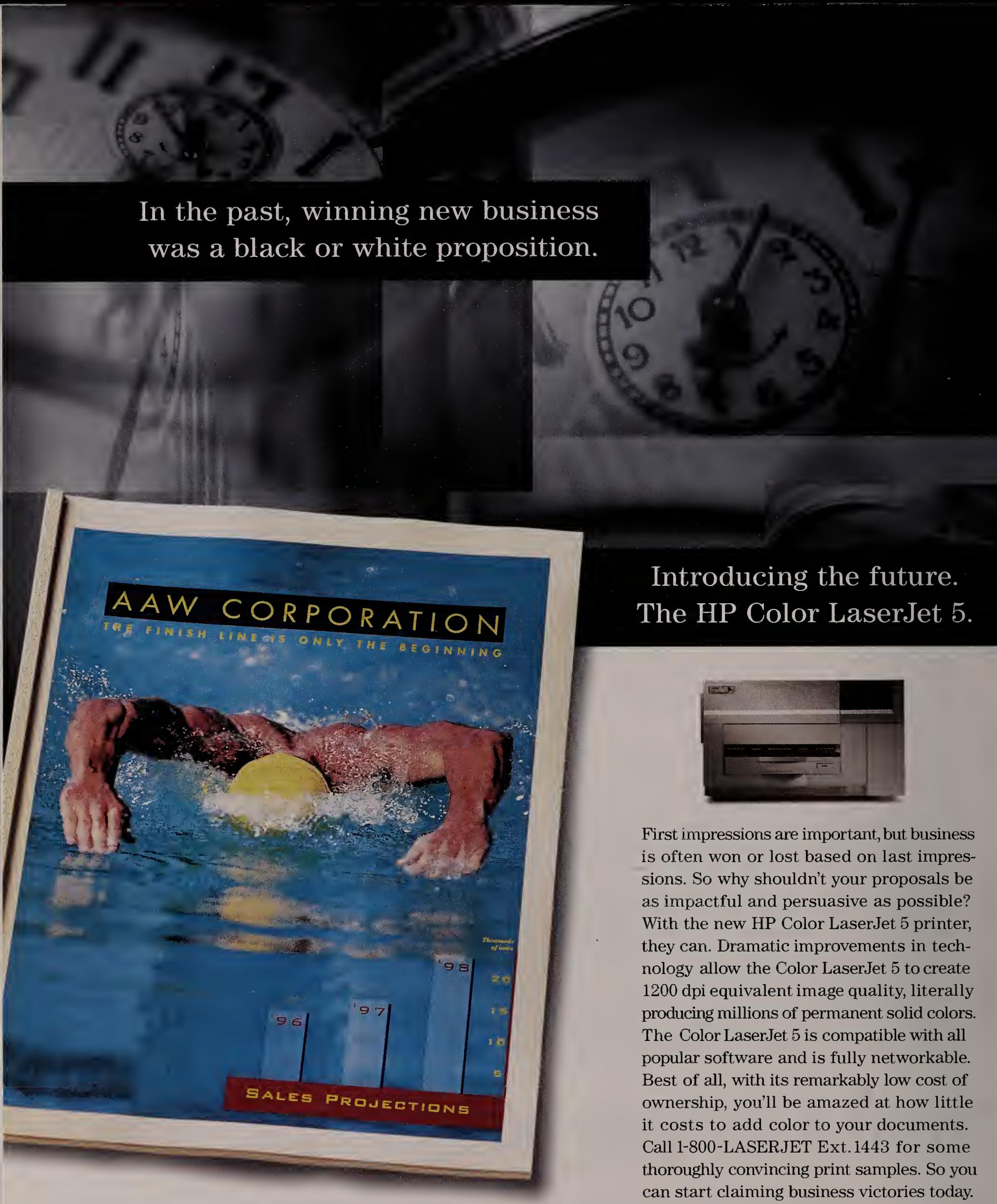
6 The Sox 5-4 win over St. Louis gives them 14 wins and one tie in their 15 inter-sectional games. Doerr and Williams have three hits each, the Sox 13. Brownie pitcher Jack Kramer, after an argument with Umpire Weafer, tosses the ball over the grandstand roof. The umpire then tosses Kramer.

8 The Sox jump on Detroit ace Hal Newhouser, seeking his 10th win, to defeat the Tigers 15-4 while pounding out 18 hits against four hurlers. Dobson hurls seven innings before flying to Coolidge, Arizona to attend his father's funeral. Doerr knocks in four runs with a homer, two doubles and a single.

9 The Hose increase their league lead to eight games crushing the Tigers again at Fenway 7-1 and 11-6. Harris wins his ninth in the opener, and Ferriss runs his record to 10-0 in the second game. Williams homers in each game, his nightcap clout traveling 450 feet.

10 The winning streak reaches 11 games — 18 without a loss to a western club at Fenway, with a 6-3 win over Cleveland. Bill Butland gets his first win.

- 11** Pinky Higgins drives in six runs (homer, triple, two singles) with Rudy York hitting a homer, two doubles and a single, and Williams socking his 13th homer. The Indians are crushed 10-5. The Sox win streak reaches 12.
- 12** Cleveland hurler Bob Feller, pitching out of turn, stops the Boston streak at 12 with a 7-2 Indian win, becoming the first western club to win at Fenway Park in 1946. 33,534 faithful see Rapid Robert whiff 10. Bagby takes the loss. Williams' circuit clout ties him with Detroit's Hank Greenberg for the major league lead.
- 13** As the Sox head west, it's learned that catcher Frank Pytlak has had his ailing right arm operated on by the famed Dr. Robert F. Hyland, physician to the two St. Louis teams.
- 14** Before the largest turnout at Chicago's Comiskey Park in years, the Pale Hose outslug Boston 9-5 with Earl Johnson taking the loss. Back in Boston, longtime coach Tom Daly, who underwent a serious operation in March, is back at the ballpark, but will be unable to return to the coaching lines for awhile.
- 15** Ferriss suffers his first loss after 10 wins as the White Sox win their fifth in a row, 7-6. In his 10-game winning streak, Ferriss defeated every team at least once except Washington.
- 16** The Sox lose their first series of the year as they split a twin bill with Chicago before another overflow crowd. Win 6-1 behind Hughson, lose the second 7-4 for Bagby. Red Sox officials have turned down 70 requests for World Series tickets.
- 17** Moving on to St. Louis, the Sox lose for the fifth time in six games as Brownie Kramer stops them on five hits, 7-1. John Berardino, Stephens and Hank Helf lead the St. Louis attack against Harris.
- 18** The past week is the first that the front-running Sox failed to play .500 ball. Despite losing four of seven, they lost no ground to N.Y. who matched the 3-4 week. In a game delayed 59 minutes by a thunderstorm, and 12 minutes to enable Ferriss to warm up, St. Louis hurler Bob Muncrief blanks the Sox 1-0. Ferriss was allowed to warm up on the mound after Boston's half of the first inning when Manager Joe Cronin contended his ace was not provided with a dry spot to loosen up before the game. Dave took his second straight loss.
- 19** Rain



In the past, winning new business
was a black or white proposition.

Introducing the future.
The HP Color LaserJet 5.



First impressions are important, but business is often won or lost based on last impressions. So why shouldn't your proposals be as impactful and persuasive as possible? With the new HP Color LaserJet 5 printer, they can. Dramatic improvements in technology allow the Color LaserJet 5 to create 1200 dpi equivalent image quality, literally producing millions of permanent solid colors. The Color LaserJet 5 is compatible with all popular software and is fully networkable. Best of all, with its remarkably low cost of ownership, you'll be amazed at how little it costs to add color to your documents. Call 1-800-LASERJET Ext. 1443 for some thoroughly convincing print samples. So you can start claiming business victories today.

{ 1946 SEASON }

- 20** The Browns sweep the Sox' three-game series as Sam Zoldak blanks them 2-0 with a four-hitter. In the three games at Sportsman's Park, the Sox managed only one unearned run. Dobson allows only three hits after the first inning while striking out nine.
- 21** Breaking a 25-inning scoreless string and a four-game losing streak, the Sox top Cleveland 1-0 before 36,676 at the Ohio city. Hughson tops Feller, allowing three hits, whiffing nine. Doerr triples and scores when Les Fleming catches York's foul fly.
- 22** Hank Edwards' eighth-inning home run gives Cleveland a 4-3 win in the first game under new Cleveland ownership. New owner Bill Veeck was on hand for the win. Ferriss suffers his third straight loss.
- 23** The Sox slump ends before 52,720 at Cleveland with a twin win, 5-1 and 6-0. Harris takes the opener while Bill Zuber, who was purchased from the Yankees on June 18, triumphs in the second with a three-hit shutout.
- 24** Moving to Detroit, the Sox and Tigers battle to a 5-5 tie in nine innings in front of a large crowd at Briggs Stadium before darkness ends the contest. Greenberg and Williams hit their 17th home runs.
- 25** Hughson pitches his second successive shutout, a two-hit, 1-0 win over Detroit. Not to be outdone, Fred Hutchinson allows the Sox only two hits. In the eighth, Metkovich and Pesky walk, Williams is intentionally passed, and when Doerr is walked,

Metkovich comes home with the winner.

- 26** Detroit scores 15 runs in the first two innings on the way to a 16-2 victory. Manager Cronin substitutes at each position, except catcher in this first of two games. Newhouser strikes out 11 Sox and hits his first major league home run. Boston evens the score by taking the second game, 9-3, with a seven-run eighth inning. Dobson loses the first, Ferriss wins the second. Williams and Greenberg homer in each game and remain tied with 19 each.
- 28** Returning to friendly Fenway, the Sox top Washington 12-1. Williams draws two walks to move his season's total to 74. He also collects his 20th homer, and Harris wins his 11th.
- 29** Williams' triple and double in two at-bats put him into the league batting lead (.361) and sparks the Sox 12-8 win over the Senators. Hughson gets the win but needs help from Bob Klinger.
- 30** Sox and Senators split a doubleheader. Boston wins the opener 15-8 and drops the second 9-2, only their sixth defeat at Fenway. Both clubs have 15 hits in the opener. Doerr knocks in five runs while Hal Wagner's four hits include two homers and four RBI.

Look for highlights of July, 1946 in the Fourth Edition of Scorebook Magazine



Ball Parking \$5

It's just minutes to Fenway from Prudential Center. And just \$5 for Red Sox parking when you present your ticket stub exiting the Prudential Center garage. Enter after 5:00 pm on weekdays and after 11:00 am on weekends. Exit before 1:00 am.

"Ball Parking" is brought to you by Prudential Center. For additional information, call the Management Office at 236-3302.

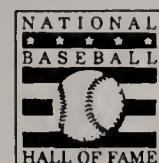


Symbol of Greatness

Presented to only 1% of those who have played the game on a major league level, this ring is emblematic of excellence and it confirms the wearer's role in history.



The Baseball Hall of Fame is proud to honor them... and the other 99% as well.



NATIONAL BASEBALL HALL OF FAME AND MUSEUM
Cooperstown, NY 13326 • (607) 547-7200

T A K E A N E W L O O K !

15% ROOM RATE DISCOUNT*
WITH RED SOX
TICKETS OR TICKET STUBS.

Completely renovated, from lobby to roof-top the 57 HOTEL is putting the finishing touches on creating a new excellence in hotel hospitality and convenience.

And if that's not enough, your Red Sox tickets will give you an additional reason to take another look at the big improvements made at the 57 HOTEL to make your stay better than ever.

With any over-night stay, your Red Sox ticket entitles you to a 15% DISCOUNT* off the regular room rate.

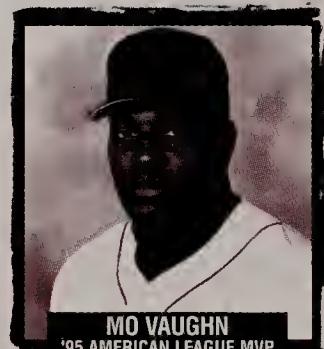
Reserve today and use your Red Sox ticket to enjoy the ball-game and a new level of hospitality, comfort and convenience at the 57 HOTEL.

Take a new look. You'll be glad you did.

THE
57
PARK
PLAZA
HOTEL

57 Stuart Street, Boston, MA 02116-5442 • 617 482-1800 • 1-800-HOTEL 57

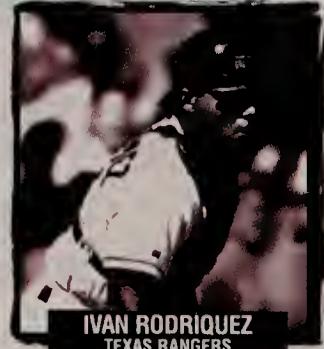
*Only one ticket per room. This offer is not valid with another promotional offer. Subject to availability.



MO VAUGHN
'95 AMERICAN LEAGUE MVP



MIKE PIAZZA
LOS ANGELES DODGERS



IVAN RODRIGUEZ
TEXAS RANGERS

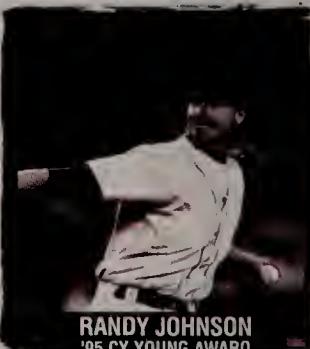
MET-RxTM
ENGINEERED NUTRITION

**It's What They
Depend on to
Stay Strong and
at the Top.**

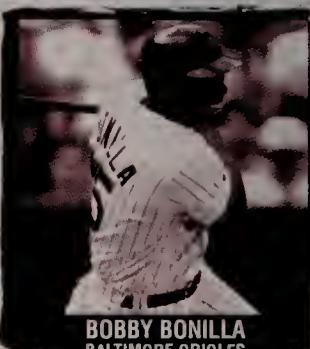
Developed by a physician, MET-Rx contains the vitamins, minerals, proteins, complex carbohydrates, amino acids, electrolytes and trace elements your body needs. Quick and easy to enjoy as a THICK, RICH SHAKE, or power-packed bar. MET-Rx is changing the way AMERICA eats.TM



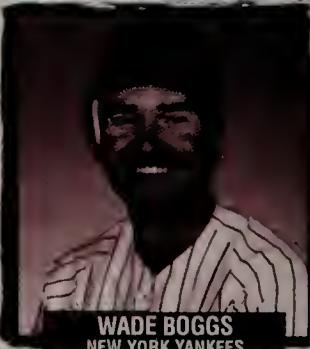
Food That
Makes A Difference



RANDY JOHNSON
'95 CY YOUNG AWARD



BOBBY BONILLA
BALTIMORE ORIOLES



WADE BOGGS
NEW YORK YANKEES

IN JUST OVER TWO YEARS, THE NETWORK HOME OF SUCH HIT shows as MARRIED...WITH CHILDREN, PARTY OF FIVE and BEVERLY HILLS 90210 brought forth a new sports division which quickly spawned such innovations as the FoxBox constant score-and-clock-graphic, Dolby Surround Sound stereo broadcasts, the FoxTrax™ electronically enhanced puck, and most recently, a renewed spirit to Major League Baseball on network television.

All recent signs point to a resurgence in the popularity of Major League Baseball. The six-game 1995 World Series between Atlanta and Cleveland averaged a 19.5 household rating, 13% higher than the 1993 World Series (17.3). In the key male 18-49 demographic, the '95 Series was 20% above '93 (13.9 vs. 11.6). Compared to other major sports championships, the '95 World Series rated second only to Super Bowl XXIX. Last year, between Oct. 16-29, five World Series games ranked among the top seven programs in household ratings, with Game 5's 21.6 at the top.

On June 1, Fox Sports begins to fulfill its five-year broadcasting commitment to Major League Baseball when it returns the Saturday afternoon Game of the Week, an



TM

Same Game, New Attitude

BASEBALL ON FOX

American tradition from 1953 to 1989, to television sets nationwide. Each week through Sept. 14, FOX SATURDAY BASEBALL broadcasts a four-game regionalized schedule, 72 games total, with consistent weekly start times. Games on

the season's final two Saturdays will be selected with a close eye on each league's pennant races. Another element adding to FOX's successful formula is broadcast and cable exclusivity during its Saturday afternoon broadcasts, which no network carrier has ever previously enjoyed.



Thom Brennaman

Preceding FOX's Saturday afternoon game coverage are two distinctive half-hour pregame shows. IN THE ZONE, the earlier of the two, is a hip, fun, fast-paced show designed to entertain baseball's teenage fans, and stars four vibrant, young personalities. Planned segments include: Cyberbase, an on-line connection to interact with players; player profiles; instructional vignettes; and bloopers. It provides the perfect segue between the top-rated Saturday morning Fox Children's Network (persons age 6-17) and afternoon game coverage. The FOX SATURDAY BASEBALL pregame show airing just prior to game action has an "infotainment" format similar to FOX NFL SUNDAY, America's most-watched football pregame show, with late-breaking news, timely interviews and insightful analysis and demonstrations delivered in an entertaining style.

Three of the broadcasters Fox Sports has hired to work this season all have something in common: their fathers, and in one case grandfather too, are renowned veteran baseball broadcasters. Thom Brennaman (son of Cincinnati Reds announcer Marty Brennaman), Joe Buck (son of



**YOU'LL CATCH
MORE GAMES
THAN THEY WILL.
AND YOU WON'T
HAVE TO BUY
ANY EQUIPMENT.**

Here's a great pitch for you baseball fans.

It's the Major League Baseball® Extra InningsSM package from PRIMESTAR®, the mini-dish satellite TV service with no equipment to buy.

It's your chance to get non-stop coverage of all your favorite teams, hundreds of games and all kinds of action, for just \$139.

What's more, with PRIMESTAR you get the use of the mini-dish, great programming and even maintenance, starting at about a dollar a day.*

That's the pitch. All you have to do is step up to the plate. And call 1-800-PRIMESTAR.

MLB trademarks, service marks and copyrights licensed by MLB Inc. PRIMESTAR is a registered service mark of PRIMESTAR Partners, L.P. Blackout restrictions apply.

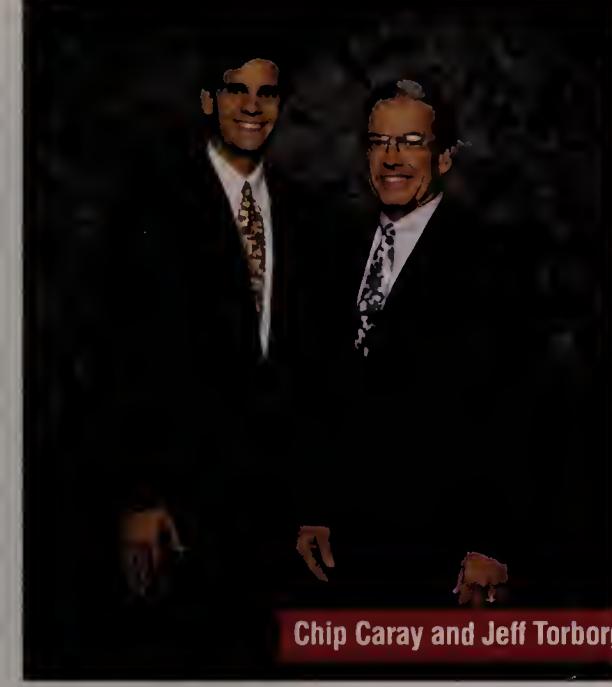
*Prices may vary. Does not include installation.

PRIMESTAR®



1-800-PRIMESTAR

{ BASEBALL ON FOX }



Hall of Fame broadcaster Jack Buck) and Chip Caray (son of Atlanta Braves voice Skip Caray and grandson of Chicago Cubs legendary announcer Harry Caray), bring an appreciation of the game's rich

heritage, passed from father to son, combined with the vitality of youth — none of the three are older than 32.

Josh Lewin, another fresh face, completes the talented play-by-play picture. The young guns are expertly complimented by a bevy of expert analysts led by Tim McCarver, universally acknowledged as the best in the game, and network television newcomers Bob Brenly, Jeff Torborg and Ken Singleton, with Dave Winfield and Steve Lyons in the studio.

This fall, Fox Sports is also proud to carry post-season Major League Baseball for the first time. The network has exclusive broadcast rights to five Division Series games, the

National League Championship Series and all games of the 1996 World Series. All postseason games air nationally. FOX also broadcasts the World Series in 1998 and 2000, and in 1997 and 1999 trades the Fall Classic for baseball's mid-summer jewel — the All-Star Game.

Fox Sports has quickly become recognized as an industry leader in sports television. Between June and next January, Fox Sports is set to broadcast the Stanley Cup Finals, World Series and Super Bowl XXXI from New Orleans. Not bad for a network that didn't present its first major sporting event until 1994. ■

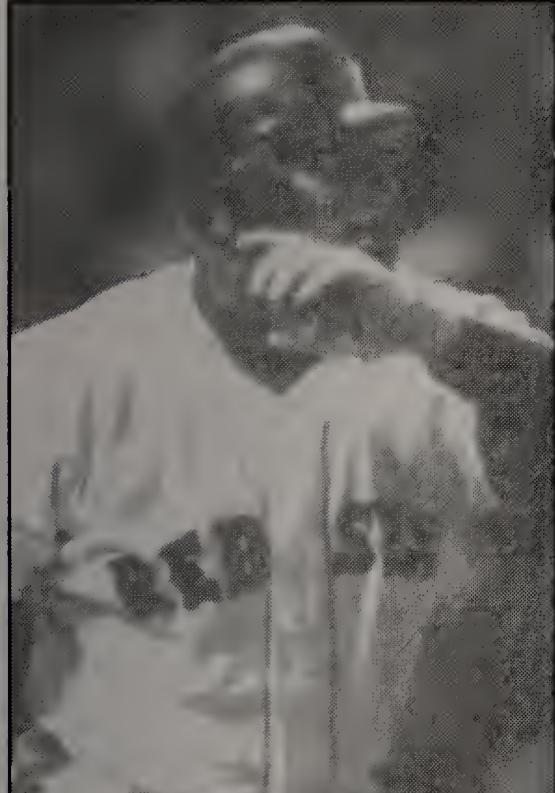
Chip Caray and Jeff Torborg



SOX ON FOX

| Saturday, June 1 | Boston Red Sox at Seattle Mariners | 4PM |
|--------------------|--|-----|
| Saturday, June 8 | New York Yankees at Detroit Tigers | 1PM |
| Saturday, June 15 | Los Angeles Dodgers at Atlanta Braves | 1PM |
| Saturday, June 22 | New York Yankees at Cleveland Indians | 1PM |
| Saturday, June 29 | Baltimore Orioles at New York Yankees | 1PM |
| Saturday, July 6 | Boston Red Sox at Baltimore Orioles | 1PM |
| Saturday, July 13 | St. Louis Cardinals at Chicago Cubs | 1PM |
| Saturday, July 20 | Baltimore Orioles at Boston Red Sox | 1PM |
| Saturday, July 27 | New York Mets at Cincinnati Reds | 1PM |
| Saturday, Aug. 3 | Baltimore Orioles at Cleveland Indians | 1PM |
| Saturday, Aug. 10 | Detroit Tigers at New York Yankees | 1PM |
| Saturday, Aug. 17 | California Angels at Boston Red Sox | 4PM |
| Saturday, Aug. 24 | Seattle Mariners at Boston Red Sox | 1PM |
| Saturday, Aug. 31 | Atlanta Braves at Chicago Cubs | 1PM |
| Saturday, Sept. 7 | Seattle Mariners at Cleveland Indians | 1PM |
| Saturday, Sept. 14 | Chicago White Sox at Boston Red Sox | 1PM |
| Saturday, Sept. 21 | New York Yankees at Boston Red Sox | 1PM |
| Saturday, Sept. 28 | Boston Red Sox at New York Yankees | 1PM |

Don't miss the Saturday Game of the Week on FOX 25!

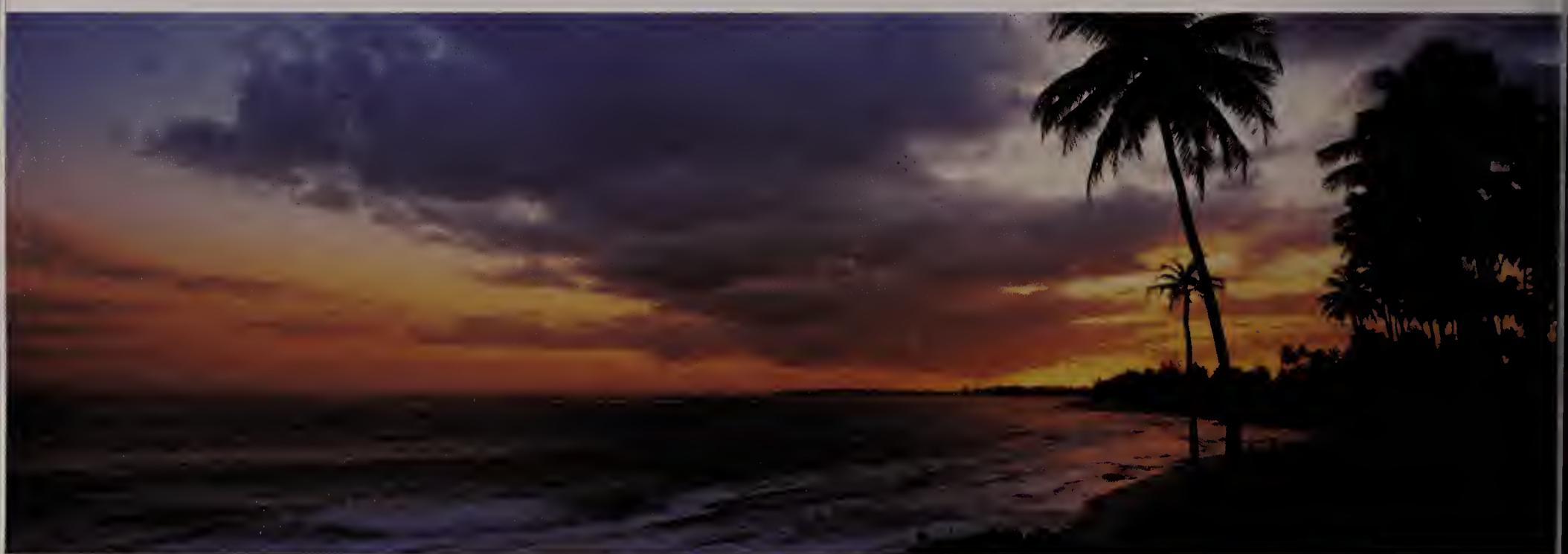


SAME GAME
NEW ATTITUDE!

FOX 25
WFXT BOSTON

ONLY THE FINEST RUMS COME FROM PUERTO RICO

Smoothness is what makes the Rums of Puerto Rico so unquestionably the finest. Whether mixed or straight, they're the rums that are preferred above all others. Try them. Discover for yourself this unique smoothness. A smoothness that comes from the only aging process guaranteed by law.



RUMS OF PUERTO RICO  ONLY THE FINEST

RED SOX IN THE COMMUNITY

Proof there are Red Sox enthusiasts beyond the boundaries of New England: a "Boston - World Series" sticker found on a car window in Pecs, Hungary.



**What feels worse?
Making the last out?
Or missing it?**



Did you see the throw from right field and the tag at third? With Bushnell® Perma Focus® binoculars, you will.

Patented Bushnell *never needs focusing* binoculars make following the fast-moving action easy. And our advanced optical design makes every hit or miss look crisp, clear and bright.

Call (800)423-3537 for the dealer nearest you. Perma Focus, another example of Bushnell leadership and vision.

PERMA FOCUS

© 1996 Bushnell Corporation. 9200 Cody, Overland Park, KS 66214, USA
® denotes a registered trademark of Bushnell Corporation.

BUSHNELL®
HOW THE WORLD LOOKS

Faster. Higher. Stronger.



The Official Sports Drink
of The Olympic Games

33% more carbo than Gatorade.

©1995 The Coca-Cola Company. WE RIDE THE RINGS™ and POWERADE® are trademarks of The Coca-Cola Company. Gatorade® is a registered trademark of Quaker Oats Company. All rights reserved.

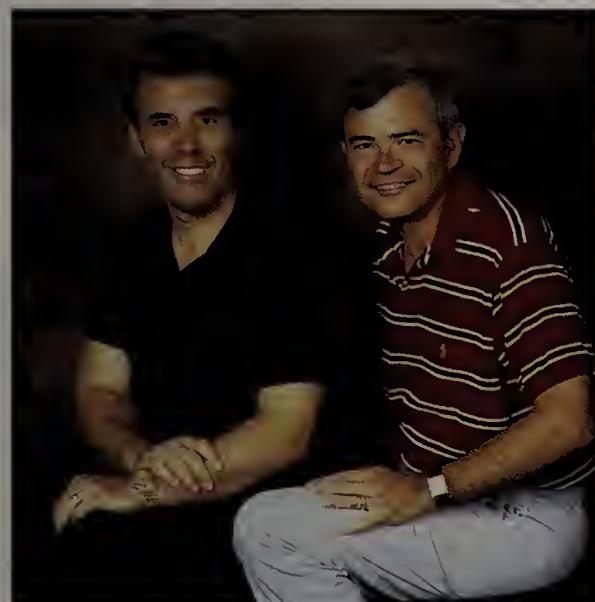
The official sports drink of the Olympic Games

POWERADE

1996 red sox broadcasters

The Red Sox Radio Network will carry every game with Joe Castiglione and Jerry Trupiano handling the play-by-play. Sports Radio 850 WEEI-AM in Boston is the 50,000-watt flagship station for a network of 60 stations throughout the New England area.

Castiglione is in his 14th season



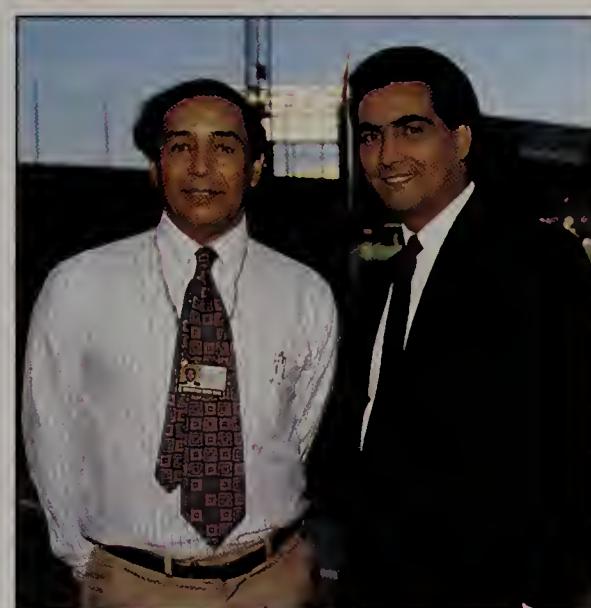
Jerry Trupiano and Joe Castiglione

on Red Sox radio. He had previously covered the Cleveland Indians on TV in 1979 and on cable in 1982. He also broadcast the Milwaukee Brewers on cable in 1981. The Hamden, Conn. native has announced the Cleveland Cavaliers (NBA) on cable, and he did college basketball on New England Sports Network for six winters. Joe has also taught a broadcast journalism course at Northeastern University for several years.

Joining Castiglione for his fourth year on Red Sox radio is St. Louis native, Jerry Trupiano. Trupiano is a graduate of St. Louis University, where he began his busy broadcasting career as a disc jockey on the college

radio station. Since then, Jerry has had an impressive list of broadcasting duties. He has covered boxing events, the Houston Aeros of the World Hockey Association (1974), the Houston Rockets (1978-80), Southwest Conference Football (1978-88) and the Houston Oilers (1980-89). He also hosted a talk show for 14 years in Houston. Jerry's baseball broadcasting experience includes play-by-play for the Houston Astros (1985-86) and the Montreal Expos (1989-90) as well as three games on CBS Radio Game of the Week in 1991.

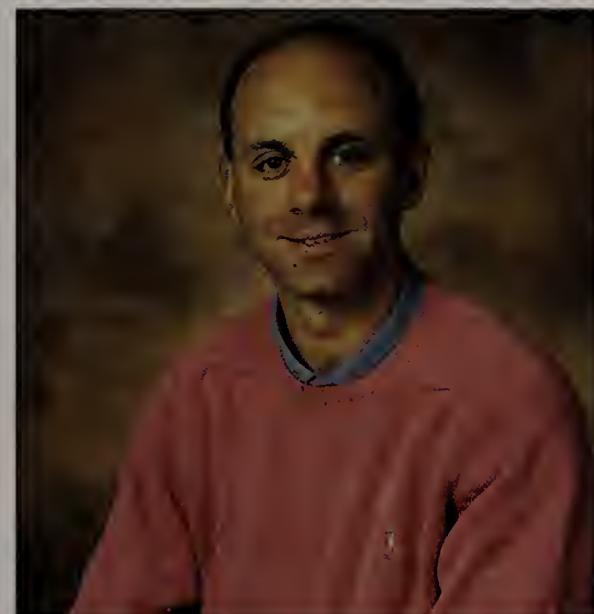
The Red Sox are pleased to be broadcasting to Spanish-speaking fans once again this year on the Red Sox Hispanic Radio Network, a division of Carter Broadcasting. 1996 marks the seventh season for the network which broadcasts all Red Sox home night games. 950 WROL-AM is the network's flagship station in Boston. The games can also be heard on local



Bobby Serano and Hector Martinez

radio stations in Connecticut, Providence, Lawrence and Springfield as well as WCRN-AM 830 in Worcester. Broadcasters Bobby Serrano and Hector Martinez return to Fenway for their seventh season of Spanish-Language broadcasting.

WABU-TV 68 will be carrying 75 games this season. This will be the premiere season of Red Sox coverage of 68 Sports, kicking off a brand new tradition for WABU-TV and for the fans. Sean McDonough will continue to provide play-by-play for the telecasts. A popular figure with the fans, he is entering his ninth season with the Red Sox. McDonough is a seasoned veteran, regarded as one of the best in the business. In 1992 and 1993, Sean called plays for CBS Baseball's regular season, the All-Star Game, the League Championship and the World Series. In addition, he has covered the '92 and '94 Winter Olympics for CBS and continues to announce a variety of sports for CBS and ESPN.



Sean McDonough is joined by Jerry Remy in 1996.

Everything

LOOKS
RED SOX
DIFFERENT

FROM THE

**front
ROW**

Nothing Gets You
CLOSER
WEEKNIGHTS 6PM

Interviews.
Sports Updates.
Feature Stories.
Pre-Game Analysis.



Front Row Co-hosts Kristen Mastroianni and Tom Caron.



NESN is your ticket to Boston Red Sox baseball, with Jerry Remy and Bob Kurtz!

NESN

To order NESN,
call your cable
company today!

BOSTON RED SOX RADIO NETWORK

| MASSACHUSETTS | | |
|---------------------|------|-------|
| Flagship: Boston | WEEI | 850 |
| Fall River | WSAR | 1480 |
| Falmouth (FM) | WCIB | 101.9 |
| Fitchburg | WEIM | 1280 |
| Gardner | WGAW | 1340 |
| Greenfield | WHAI | 1240 |
| Marlboro | WSRO | 1470 |
| Milford | WMRC | 1490 |
| North Adams | WNAW | 1230 |
| Northampton | WHMP | 1400 |
| Pittsfield | WBEC | 1420 |
| Southbridge | WESO | 970 |
| Springfield | WHYN | 560 |
| Ware | WARE | 1250 |
| Worcester | WTAG | 580 |
| CONNECTICUT | | |
| Danbury | WLAD | 800 |
| Hartford | WTIC | 1080 |
| Old Saybrook | WLIS | 1420 |
| Putnam | WINY | 1350 |
| Willimantic | WILI | 1400 |
| MAINE | | |
| Bangor | WZON | 620 |
| Bath | WJTO | 730 |
| Biddeford | WIDE | 1400 |
| Calais | WQDY | 1230 |
| Calais (FM) | WQDY | 92.7 |
| Camden (FM) | WQSS | 102.5 |
| Dover/Foxcroft (FM) | WDME | 103.1 |
| Ellsworth | WDEA | 1370 |
| Farmington (FM) | WKTJ | 99.3 |
| Houlton (FM) | WHOU | 100.1 |
| Mexico (FM) | WTBM | 100.7 |
| Millinocket | WSYY | 1240 |
| Norway (FM) | WOZO | 92.7 |
| Portland | WLPZ | 1140 |
| Presque Isle (FM) | WOZI | 101.7 |
| Skowhegan | WSKW | 1160 |
| NEW HAMPSHIRE | | |
| Berlin | WMOU | 1230 |
| Concord | WKXL | 1450 |
| Dover | WTSN | 1270 |
| Keene | WKNE | 1290 |
| Laconia | WEMJ | 1490 |
| Lebanon | WTSL | 1400 |
| Littleton | WLTN | 1400 |
| Manchester | WGIR | 610 |
| NEW YORK | | |
| Johnstown | WIZR | 930 |
| Johnstown (FM) | WSRD | 104.9 |
| Rochester | WCMF | 990 |
| RHODE ISLAND | | |
| Providence | WPRO | 630 |
| Westerly | WERI | 1230 |
| Woonsocket | WNRI | 1380 |
| VERMONT | | |
| Brattleboro | WKVT | 1490 |
| Burlington | WJOY | 1230 |
| Middlebury | WFAD | 1490 |
| Newport | WIKE | 1490 |
| Rutland | WSYB | 1380 |
| Springfield | WCFR | 1480 |
| Springfield (FM) | WCFR | 93.5 |
| St. Johnsbury | WSTJ | 1340 |
| Waterbury | WDEV | 550 |
| CANADA | | |
| St. John, N.B. | CFBC | 930 |

All stations AM except where noted.

{ 1996 RED SOX BROADCASTERS }

Jerry Remy teams up with Sean McDonough as 68 Sports color commentator. Jerry is in his ninth year as Red Sox color man on NESN and now brings his analytical skills to 68 Sports telecasts.

Also part of the broadcast team is veteran announcer Steve Zabriskie, who comes to 68 Sports with an impressive array of play-by-play experience. A veteran sportscaster of 28 years, he has lent his talents to a wide variety of NBC, CBS, ESPN and ABC Sports' College Football and Baseball Network sports events. Steve will handle play-by-play for approximately 15 games during the course of the season when Sean McDonough is fulfilling network commitments with CBS.

Launching each 68 Sports Red Sox telecast is the half-hour pre-game show Red Sox on Deck. Hosted by Doug Brown, the show will include news from the American League, team stats and season performance, and special features that make the games even more exciting. WABU-TV 68's Red Sox on Deck has something for both the avid fan who catches every game, and the casual viewer who may be tuning in for the first time.

This is NESN's 13th season covering Boston Red Sox baseball. Bob Kurtz and Jerry Remy are teaming up for a fourth season together as NESN's Red Sox announcing team. Kurtz, a native of Detroit, Michigan, joined NESN in April of 1989 as the voice of Pawtucket Red Sox baseball and the host of NESN's Red Sox pre-and post-game shows. Since arriving at NESN, Kurtz has also handled play-by-play announcing duties for the network's Hockey East coverage since 1989. In 1993 he began announcing Red Sox games. Prior to joining NESN, Kurtz spent eight seasons as a play-by-play announcer for the Minnesota Twins and North Stars.

Jerry Remy returns to NESN as Red Sox color man for a ninth season. Prior to joining the NESN team behind the microphone, Remy was a

crowd pleaser behind the second base bag. Remy played for 10 years in the major leagues where he compiled a .275 lifetime batting average. The Somerset, Mass. native broke into the majors with the Angels in 1975 and was traded to the Red Sox prior to the 1978 season for pitcher Don Aase. Remy had his best season in 1978 when he batted .278, scored 78 runs



Jerry Remy and Bob Kurtz

and stole 30 bases. That same season he posted a career-high, 19-game hitting streak and was selected to the American League All-Star team. Remy's playing days were cut short by a knee injury which forced his retirement during spring training in 1986.

Front Row, NESN's weeknight sports magazine program at 6 p.m., delivers live pre-game coverage before every weeknight Red Sox broadcast. Co-hosts Kristen Mastroianni and Tom Caron bring you right up to game time with in-depth features and interviews, plus SportsDesk updates every 15 minutes.

For the convenience of its viewers, NESN rebroadcasts most of its games (usually the same evening at 11:30 and then again at 9:00 the next morning).

TWIB: INSIDE BASEBALL FOR 20 YEARS

HOW DO YOU GET INSIDE OF BASEBALL?

Have **BARRY BONDS** blast its cover off.

Have **CAL RIPKEN** wear its cover down.

Have **RANDY JOHNSON** burn up its stitches.

Have **HIDEO NOMO** unwind it with his pitches.

Or you can tune to **TWIB** each and every week.

TWIB GOES BEYOND THE SEAMS
TO GET INSIDE BASEBALL.

In its 20th season,

TWIB will have more drama,
more exclusive footage, more bloopers,
more great plays, more **GRIFFEY, PIAZZA,**
MADDUX, and **CONE** than ever before.
More **LARKIN, BICHETTE, GWYNN,**
more **MO?** And more **MEL ALLEN** --
the one and only **MEL ALLEN**.
More baseball than ever before.

HOW DO YOU GET INSIDE BASEBALL?



TUNE IN.
68
WBZ-TV

RED SOX RECENT RECORDS

| YEAR | HOME | ROAD | AVG.-RANK | ERA-RANK | HR-RANK | RUNS-RANK |
|------|---------|-------|------------|------------|-----------|-----------|
| 1960 | 36-41 | 29-48 | .261-3rd | 4.62-8th | 124-5th | 658-6th |
| 1961 | 50-31-1 | 26-55 | .254-T5th | 4.29-8th | 112-9th | 729-6th |
| 1962 | 39-40 | 37-44 | .258-4th | 4.22-9th | 146-6th | 707-T6th |
| 1963 | 44-36 | 32-49 | .252-T2nd | 3.97-9th | 171-3rd | 666-5th |
| 1964 | 45-36 | 27-54 | .258-1st | 4.50-9th | 186-2nd | 688-5th |
| 1965 | 34-47 | 28-53 | .251-2nd | 4.24-T9th | 165-1st | 669-3rd |
| 1966 | 40-41 | 32-49 | .240-4th | 3.92-10th | 145-5th | 655-4th |
| 1967 | 49-32 | 43-38 | .255-1st | 3.36-8th | 158-1st | 722-1st |
| 1968 | 46-35 | 40-41 | .236-3rd | 3.33-8th | 125-3rd | 614-2nd |
| 1969 | 46-35 | 41-40 | .251-T3rd | 3.92-9th | 197-1st | 743-3rd |
| 1970 | 52-29 | 35-46 | .262-2nd | 3.87-8th | 203-1st | 786-2nd |
| 1971 | 47-33 | 38-44 | .252-5th | 3.80-10th | 161-2nd | 691-T3rd |
| 1972 | 52-26 | 33-44 | .248-3rd | 3.47-11th | 124-2nd | 640-1st |
| 1973 | 48-33 | 41-40 | .267-2nd | 3.65-5th | 147-T3rd | 738-T4th |
| 1974 | 46-35 | 38-43 | .264-4th | 3.72-7th | 109-8th | 696-1st |
| 1975 | 47-34 | 48-31 | .275-1st | 3.98-9th | 134-T4th | 796-1st |
| 1976 | 46-35 | 37-44 | .263-5th | 3.52-8th | 134-1st | 716-3rd |
| 1977 | 51-29 | 46-35 | .281-2nd | 4.11-8th | 213-1st | 859-2nd |
| 1978 | 59-23 | 40-41 | .267-4th | 3.54-4th | 172-2nd | 796-2nd |
| 1979 | 51-29 | 40-40 | .283-1st | 4.03-4th | 194-1st | 841-3rd |
| 1980 | 36-45 | 47-32 | .283-3rd | 4.38-T11th | 162-3rd | 757-6th |
| 1981 | 30-23 | 29-26 | .275-1st | 3.81-9th | 90-5th | 519-1st |
| 1982 | 49-32 | 40-41 | .274-T3rd | 4.03-9th | 136-T8th | 753-6th |
| 1983 | 38-43 | 40-41 | .270-6th | 4.34-12th | 142-7th | 724-7th |
| 1984 | 41-40 | 45-36 | .283-1st | 4.18-11th | 181-2nd | 810-2nd |
| 1985 | 43-37-1 | 38-44 | .282-1st | 4.06-6th | 162-5th | 800-3rd |
| 1986 | 51-30 | 44-36 | .271-T2nd | 3.93-T3rd | 144-11th | 794-5th |
| 1987 | 50-30 | 28-54 | .278-1st | 4.77-12th | 174-9th | 842-4th |
| 1988 | 53-28 | 36-45 | .283-1st | 3.97-7th | 124-T10th | 813-1st |
| 1989 | 46-35 | 37-44 | .277-1st | 4.01-10th | 108-12th | 774-1st |
| 1990 | 51-30 | 37-44 | .272-1st | 3.72-4th | 106-T11th | 699-7th |
| 1991 | 43-38 | 41-40 | .269-4th | 4.01-7th | 126-T9th | 731-7th |
| 1992 | 44-37 | 29-52 | .246-13th | 3.53-2nd | 84-12th | 599-13th |
| 1993 | 43-38 | 37-44 | .264-T8th | 3.77-2nd | 114-T13th | 686-12th |
| 1994 | 31-33 | 23-28 | .263-T12th | 4.93-9th | 120-T11th | 552-11th |
| 1995 | 42-30 | 44-28 | .280-T2nd | 4.39-3rd | 175-4th | 791-4th |

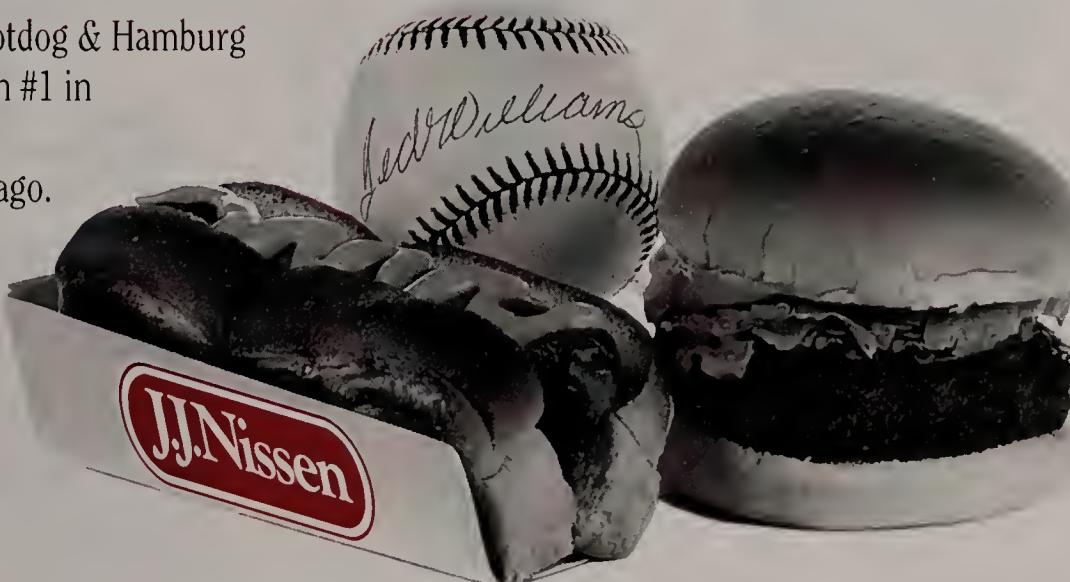
Our Roll Models Bat .406...

...every season! Because Nissen Hotdog & Hamburg Rolls are not average. They've been #1 in New England since #9 put .406 in the record books over 50 years ago.

Have 'em at your next cookout!



New England's Baker



The foods of Summer Baked by Nissen



MORE AIRPLANES

Fact #1: We use more airplanes than FedEx® and UPS® combined to make sure your priority package or envelope gets to its destination.



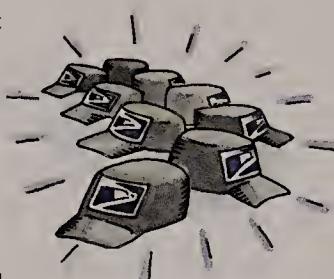
Fact #2: We have 165,000 more trucks than FedEx and 70,000 more than UPS to make sure your priority package or envelope can be delivered to any address you want in the U.S.



MORE DROP-OFF POINTS

Fact #3: If you prefer, you can drop off your Priority Mail™ envelope at any one of 330,000 locations. That's 288,000 more than FedEx and 250,000 more than UPS.

Fact #4: Unlike FedEx and UPS, you don't have to make a special call for a Priority Mail pick-up. Your everyday postal letter carrier can see that it gets the attention it deserves.



MORE PICK-UP POINTS



FREE SATURDAY DELIVERY

Fact #6: Priority Mail gives you Saturday delivery at no extra charge. FedEx doesn't. UPS doesn't.



\$12



\$6



\$3

What's
Your
Priority?

PRIORITY
MAIL
UNITED STATES POSTAL SERVICE™

Price comparisons are based on Priority Mail up to 2 lbs. versus 2-lb. published rates for UPS 2nd Day Air® and FedEx 2Day™. Priority Mail is delivered in a national average of 2-3 days, measured from Post Office to Post Office. ©1996 USPS.

NE16

1-800-THE-USPS ext. 2003

<http://www.usps.gov/>

red SOX manager and coaches

Kevin Kennedy, Manager #44



Kevin Kennedy

Kevin Kennedy led the Red Sox to an 86-58, first-place finish in the A.L. East division in his first year as manager. He managed a team-record 53 players overall en route to a playoff spot. For his efforts, Kevin finished second to Lou Piniella in the A.L. Manager of the Year voting but received the most first-place votes (11). Red Sox batters tied for 3rd in the majors with a .280 average, and the pitching staff ranked 3rd in the A.L. with a 4.39 ERA. He managed the Texas Rangers in 1993-94, and in '93

guided them to an 86-76 record, the 4th most wins in Ranger history and the most ever for a first-year Texas manager. Prior to joining Texas, Kevin was the Expos' Director of Minor League Field Operations and then became the dugout coach for new manager Felipe Alou in May, 1992. He also served as a manager in the Dodgers' minor league system from 1984-91 where he produced a 533-373 .588 record.

Dave Carlucci, Bullpen Catcher #35



Dave Carlucci

Dave Carlucci is the Red Sox bullpen catcher, a position he held in 1994-95. The Franklin, Mass. native served as the head baseball coach at Dean Junior College in Franklin, Mass. from 1990-94. His team finished one game shy of the J.C. World Series in 1991. Dave spent 1984-87 in the Dodgers system and hit .316 (75-237) at Great Falls (Rookie L.) under his manager, Kevin Kennedy. At Westfield State College, Dave was an All-American catcher in 1984 and All-Conference from

1981-84 and still holds numerous school records.

Sammy Ellis, Pitching Coach #41

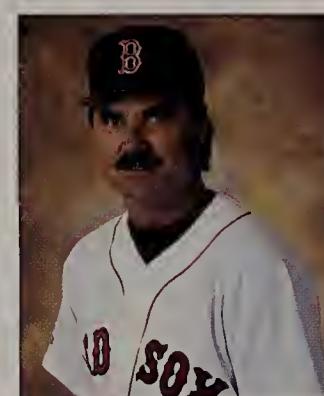
Sammy Ellis was named Red Sox major league pitching coach on April 30, 1996 after beginning the season as the minor league pitching coordinator. He was awarded the 1995 Edward F. Kenney Player Development Award for his dedication and hard work in the Red Sox system. Ellis has 19 years of coaching experience in five organizations. He served as a major league pitching coach with the Yankees in 1983 and 1986 and parts of '82 and '84, the White Sox from 1989-91, the Mariners from



Sammy Ellis

1993-94 and as bullpen coach with the Cubs in '92. Sammy's major league pitching career was highlighted by a 22-10 record with Cincinnati in 1965.

Tim Johnson, Bench Coach #17



Tim Johnson

Tempe in the Arizona Fall League in 1993. In 1989-90, his Hermosillo team won the Mexican Winter League championship with a 46-23 record.

Dave Oliver, Third Base Coach #16



Dave Oliver

His defensive prowess earned him the Silver Glove Award from *The Sporting News* in 1977.

Johnny Pesky, Special Assistant for Player Development #6

Johnny Pesky's tenure with the Red Sox began in 1942 and throughout his career, he has served as a player, coach, manager, radio-TV announcer, special assistant to the general manager and advertising salesman. As a special assistant for player development, Johnny will once again work with young



Johnny Pesky

FAN ALERT!

Heart Attacks Have Beginnings — The EHAC Message!

When heart disease throws you a strike, it's serious.

But it doesn't have to be the end of the ballgame. That is why professional baseball teams support the concept of Early Heart Attack Care (EHAC).

These teams extend to the public an

THE BART GIAMATTI EARLY HEART ATTACK CARE PROGRAM



*In memory of Bart Giamatti,
the Early Heart Attack Care (EHAC)
Movement now begins in his name.*

*We will always remember his
“field of dreams” love of baseball and what
took him from us. Don’t let a heart
attack break your heart. Learn the
beginnings of a heart attack.*

invitation to learn more about the early warning signs of a heart attack and how to deal with them. This (EHAC) approach can save the lives of thousands of heart attack victims each year. Help make EHAC a household word like *CPR*. Time wasted is heart muscle ticking away.

THE EARLY HEART ATTACK CARE PARTNERSHIP:

St. Agnes HealthCare Coronary Care System and Professional Baseball

Find out how to save a life — maybe your own! Check out these informative videos about Early Heart Attack Care (EHAC) — available FREE at all national Blockbuster video stores.



For a free EHAC brochure or video, visit the Fan Assistance Booth. Watch the scoreboard for the location. You may also e-mail us at: info@ehac.org or look us up on the World Wide Web at: <http://www.ehac.org> or write: Raymond Bahr, M.D., F.A.C.P., F.A.C.C. St. Agnes HealthCare The Paul Dudley White Coronary Care System Baltimore, MD 21229 • 410-368-3200



Jim Rice

prospects instructing them on the fundamentals of infield play, mechanics and defensive positioning. Among his achievements as a player, Pesky holds the Red Sox record for most hits by a rookie (205). This past November 1, Johnny was one of the first inductees enshrined in the new Red Sox Hall of Fame.

Jim Rice, Hitting Coach #14

Jim Rice is the Red Sox hitting coach for the second year after three seasons as the club's roving minor league hitting instructor. Under his tutelage, the Red Sox led the M.L. with 286 doubles and were tied for 3rd with a .280 average. Their 175 homers placed them 4th in the A.L., the most since 1984 (181). Rice played for the Red Sox from 1974-89 and hit .298 with 382 home runs in 2,089 games. The eight-time all-star is among the top five career Red Sox hitters in nine offensive categories. Jim was honored on November 1, 1995 as one of the first inductees into the Red Sox Hall of Fame.

Herm Starrette, Bullpen Coach #40

Herm Starrette returned as Red Sox bullpen coach on April 30, 1996, the position he also held for Boston in 1995. He was originally named as a minor league pitching coach for 1996 for extended spring training and the Fort Myers Gulf Coast Red Sox, but took a leave to tend to family matters. Starrette has been with seven different organizations



Herm Starrette

as a player, coach and instructor. He began his coaching career in 1967 as a minor league pitching instructor for Baltimore in whose system he pitched his entire M.L. career. Herm served as Montreal's Director of Minor League Field Operations for then General Manager Dan Duquette from 1992-94.

Frank White, First Base Coach #20

Frank White is back as the Red Sox first base coach for his third season in 1996. He managed the Gulf Coast Rookie League Red Sox in 1992. White traveled to Sweden, Slovenia and the Czech Republic in January 1995 to assist groups of Major League Baseball International instructors with baseball clinics. Frank played in 2,324 M.L. games with Kansas City from 1973-90 and garnered eight Gold Gloves at second base. The Royals honored Frank last July by inducting him into the Royals Hall of Fame and retiring his number 20. Last fall Frank managed the Phoenix Desert Dogs in the Arizona Fall League.



Frank White



for Quality Rubbermaid products



**Shop your local
Stop + Shop
Shop-N-Save**

**ANYONE CAN SEE
THIS IS A BETTER
CAMCORDER.**

SHARP VIEWCAM

Anyone can see this is an easier, more fun way to record events. After all, Sharp Viewcam lets you see your world through a big, color view screen, not a tiny black and white viewfinder.

You hold it in your hands,
not stuck to your eye, so
you have freedom to see,
record and be a part of
what's going on.

Now you'll get shots
you'd miss with an
ordinary camcorder.

**SHOOT AND
PLAY BACK INSTANTLY
ON THE SAME
BIG COLOR
VIEW SCREEN.**

And only Sharp Viewcam
has a lens that pivots 270°.

so you can shoot from any position or angle and even put yourself in the picture. Plus, play it back instantly, in full color with sound. All in all, Sharp Viewcam is the most fun you can have with a camcorder. But, anyone can see that.



A close-up photograph of a person's hand gripping a dark-colored steering wheel. The hand is positioned with fingers wrapped around the rim. Overlaid on the top right of the image is a large, bold, black text that reads "SPINS. TURNS AND TWISTS. NOT STIFF AND RIGID". The background is blurred, suggesting motion or a car interior.



**CALL
1-800-BE-SHARP**

SHARP
FROM SHARP MINDS
COME SHARP PRODUCTS™

LCD

OUT WITH THE OLD CAM. IN WITH SHARP VIEWCAM.

©1995 Sharp Electronics Corporation Simulated Screen Image.

FENWAY PARK

CODE OF CONDUCT

Welcome to friendly Fenway Park, home of the Boston Red Sox. To preserve the family atmosphere and to ensure that your visit is safe, enjoyable, and memorable, please adhere to the following guidelines of behavior in the ballpark.

1. The following items are prohibited: beach balls or inflatable objects of any kind, alcoholic beverages, glass bottles, cans or containers of any sort, and offensive articles or objects. No banners will be allowed into the ballpark to be hung or paraded.
2. Any person observed with offensive articles, or using offensive language, will be promptly ejected from the park. Disorderly behavior of any kind will not be tolerated and will result in appropriate action by the Boston Police.
3. Fans are permitted to keep foul balls hit into the stands as souvenirs. However, fans must not go onto the field or interfere in any way with a ball in play. Fans interfering with play or entering onto the field will be subject to immediate ejection, arrest, and prosecution.
4. All seating areas in Fenway Park are smoke-free. There are designated non-alcohol sections: Grandstand Sections 32 and 33. These sections have been set aside, and no alcoholic beverages and/or smoking will be allowed in these areas. Red Sox Security will strictly enforce this prohibition.
5. It is illegal for individuals to offer tickets for resale to the public. Failure to adhere to this policy could result in arrest and criminal prosecution.
6. Laws prohibiting consumption of alcoholic beverages by minors, illegal drugs, and disorderly conduct of any kind, including intoxication, will be strictly enforced in Fenway Park.
7. The throwing of any object in the stands or onto the playing field is strictly prohibited. Those engaging in such conduct will be subject to immediate ejection.
8. Persons occupying a seat for which they are not ticketed will be subject to ejection from the ballpark.

The Boston Red Sox make every effort to ensure that all fans are able to enjoy the game in comfort. For the convenience of our fans, Ushers and Security are posted throughout the ballpark. In addition, Customer Service Booths are located on the main concourse behind home plate and in the Bleachers. Any fan in need of assistance of any kind is urged to visit Customer Service where trained staff people are ready to assist.



Bill Horrigan began his employment as a vendor at Fenway Park in 1943. He has worked at Fenway in a variety of positions since that time including vendor manager and currently in financial operations, all this time as a part-time employee.

In his REAL life, Bill is a graduate of Boston College High School and Boston College. He is a former math teacher at Boston College High School, and is retired from the Woburn Public Schools, where he served as a teacher, department head, principal and assistant superintendent.

He and his wife, Shirley, have raised six daughters, all of whom worked in the concessions at Fenway Park summers while attending school.

Bill and his wife are very active in the affairs of St. Barbara's Parish in West Woburn and are enjoying their retirements traveling and spending a great deal of time with their six grandchildren.

Let's

get two

Coca-Cola®

ALWAYS A WINNER

ALWAYS COCA-COLA

Enjoy

Coca-Cola®

CLASSIC

Enjoy

Coca-Cola®

CLASSIC

RED SOX SCORECARD

| RED SOX | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | AB | R | H | RBI |
|-----------|----|---|---|----|----|----|----|-------|----------------|------|----|----|----|---|---|-----|
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| --- | | | | | | | | | | | | | | | | |
| ATT. - | R | H | | | | | | | | | | | | | | |
| Pitchers: | IP | H | R | ER | BB | SO | WP | W/L/S | Double Plays - | | | | | | | |
| | | | | | | | | | 2B - | | | | | | | |
| | | | | | | | | | 3B - | SB - | | | | | | |
| | | | | | | | | | HR - | | | | | | | |
| | | | | | | | | | PB - | E - | | | | | | |
| | | | | | | | | | SH - | SF - | | | | | | |

1996 RED SOX SEASON SCHEDULE

APRIL

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|------------------|--------------------|--------------------|------------------|------------------|------|
| | T 1 TEX 4:05 | 2 N 3 TEX 8:35 | T 4 N 8 KC 2:35 | N 6 KC 2:35 | | |
| T 7 KC 2:35 | | 8 N 11 MIN 1:05 | N 12 CLE 1:05 | N 13 CLE 1:05 | | |
| | | N 16 BAL 7:35 | N 17 SAL 7:35 | N 18 CLE 7:05 | T 19 CLE 1:05 | T 20 |
| T 21 CLE 1:05 | T 22 MIN 8:05 | N 23 MIN 1:15 | N 24 TEX 6:05 | N 25 KC 7:05 | T 26 KC 1:05 | |
| | | | | | | 28 |

MAY

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|------------------|---------------------------------|-------------------|-----------------------------------|-----------------------|-------------------|
| | | | N 1 OCT 7:05 | | 2 T 3 N 4 TOR 1:05 | |
| T 5 TOR 1:05 | | 6 T 7 N 8 PAWT 8:05 MIL 8:05 | N 9 MIL 1:15 | T 10 TOR 7:35 | T 11 TOR 1:05 | |
| T 12 TOR 1:05 | | 13 N 14 CAL 7:05 | N 16 CAL 7:05 | 18 T 17 N 18 OAK 7:05 OAK 1:05 | | |
| T 19 OAK 1:05 | N 20 OAK 6:05 | N 21 SEA 7:05 | N 22 SEA 7:05 | N 23 SEA 8:05 | T 24 CAL 10:05 | T 26 CAL 10:05 |
| T 26 CAL 4:05 | T 27 OAK 4:05 | N 28 OAK 10:05 | N 29 OAK 10:05 | N 30 SEA 10:05 | T 31 SEA 10:05 | |

JUNE

| SUN | MON | TUE | WED | THU | FRI | SAT |
|---------------------------------|------------------|-----------------------------------|------------------|------------------|------------------|------------------|
| | | | | | F 1 SEA 4:05 | |
| T 2 SEA 4:35 | | 3 N 4 CHI 7:05 | N 5 CHI 7:05 | N 6 CHI 7:05 | T 7 MIL 7:05 | N 8 MIL 5:05 |
| T 9 MIL 1:05 | T 10 CHI 8:05 | N 11 CHI 2:05 | N 12 TEX 7:05 | N 13 TEX 7:05 | T 14 TEX 5:05 | N 16 TEX 8:35 |
| T 16 TEX 1:05 | | 17 T 18 N 19 CLE 7:05 CLE 7:05 | N 20 DET 7:05 | T 21 TEX 8:35 | T 22 TEX 8:35 | |
| 23 T 24 TEX 8:05 OCT 1:05 | | 24 N 25 N 26 CLE 7:05 CLE 7:05 | N 27 DET 7:05 | T 28 DET 7:05 | T 29 DET 5:05 | |

JULY

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|----------------|--------------------|-----------------|-----------------|------------------|------------------|
| | T 1 NY 7:35 | T 2 N 3 NY 1:05 | T 4 SAL 4:05 | T 6 SAL 7:35 | F 6 SAL 1:05 | |
| E 7 SAL 8:05 | | 8 | 10 | 10 | T 12 DET 7:05 | N 13 DET 7:05 |
| T 14 OCT 1:15 | | 11 | 11 | N 17 NY 7:05 | T 19 DET 7:05 | T 20 DET 1:05 |
| | | 12 | 12 | N 18 NY 7:05 | T 21 DET 7:05 | |
| T 28 MIN 2:05 | | 28 | N 30 KC 8:05 | N 31 KC 8:05 | | |

AUGUST

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|-------------------|-------------------|-------------------|------------------------------|---------------------|------------------|
| | | | | N 1 KC 8:05 | T 2 N 3 MIN 5:05 | |
| T 4 MIN 1:05 | N 5 TOR 7:05 | N 6 TOR 7:05 | N 7 TOR 1:05 | T 8 MIL 8:05 | T 10 MIL 8:05 | |
| T 11 MIL 2:05 | T 12 TOR 7:35 | T 13 TOR 7:35 | N 14 TOR 7:35 | 16 T 17 CAL 7:05 CAL 4:05 | | |
| E 18 CAL 8:05 | N 19 CAL 7:05 | N 20 OAK 7:05 | N 21 OAK 7:05 | N 22 OAK 7:05 | T 23 SEA 7:05 | F 24 SEA 1:05 |
| T 26 SEA 1:05 | N 26 CAL 10:05 | N 27 CAL 10:05 | N 28 CAL 10:35 | 28 T 30 OAK 8:15 | T 31 OAK 9:05 | |

SEPTEMBER

| SUN | MON | TUE | WED | THU | FRI | SAT |
|------------------|----------------------|---------------------|------------------|---------------------|------------------|-----------------|
| T 1 OAK 4:05 | T 2 N 3 SEA 10:35 | N 4 SEA 10:35 | | 6 T 7 CHI 7:05 | T 8 CHI 7:05 | F 9 CHI 1:05 |
| T 8 CHI 2:05 | N 9 MIL 7:05 | T 10 MIL 7:05 | N 11 MIL 7:05 | 12 T 13 DET 1:15 | T 14 DET 7:35 | N 15 NY 1:05 |
| T 16 CHI 1:05 | | 17 T 18 DET 7:05 | N 19 DET 1:15 | T 20 NY 7:35 | T 21 NY 1:05 | |
| E 22 NY 8:05 | 23 T 24 BAL 7:05 | N 25 BAL 7:05 | T 26 NY 7:05 | N 27 NY 7:05 | N 28 NY 1:05 | |
| N 29 NY 1:05 | 30 | | | | | |

All times are Eastern and subject to change.

T=WABU-TV N=NESN E=ESPN F=FOX

Home Games

Here's one baseball card you won't want to trade.



After all, what true Red Sox fan wouldn't treasure the only credit card that lets you take Fenway Park with you wherever you go?

Of course, a beautiful, color picture of your favorite ballpark—Green Monster and all—is just one of this card's many features. It also gives you major league credit lines—up to \$50,000 on the Gold card and up to \$5,000 with the Preferred card. Use it to shop, travel, and entertain at more than 10 million places around the world. Or access cash with it at more than

220,000 financial institutions worldwide. And share it by ordering free additional cards for family and friends.

Most of all, enjoy the toll-free, 24-hour Customer satisfaction that makes this the only credit card worthy of the Red Sox—and loyal fans like you.

There are costs associated with the use of this card. Please call us at 1-800-847-7378 for specific information. MBNA America® is a federally registered service mark of MBNA America Bank, N.A. MasterCard® is a federally registered service mark of MasterCard International, Inc., used pursuant to license. ©1994 MBNA America Bank, N.A. AD 1-276-94



Call today for your Red Sox MasterCard® card!

1-800-847-7378

NSMB Please refer to this code when calling.

VISITOR'S SCORECARD

| | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 | AB | R | H | RBI |
|-----------|-----|-----|-----|-----|-----|-----|-----|-------|----------------|------|-----|-----|-----|-----|-----|-----|
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ATT. - | R | H | | | | | | | | | | | | | | |
| Pitchers: | IP | H | R | ER | BB | SO | WP | W/L/S | Double Plays - | | | | | | | |
| | | | | | | | | | 2B - | | | | | | | |
| | | | | | | | | | 3B - | SB - | | | | | | |
| | | | | | | | | | HR - | | | | | | | |
| | | | | | | | | | PB - | E - | | | | | | |
| | | | | | | | | | SH - | SF - | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | |

FIGURING BASEBALL STATISTICS

BATTING AVERAGE

Divide the total number of hits (H) by the total times at bat (AB).

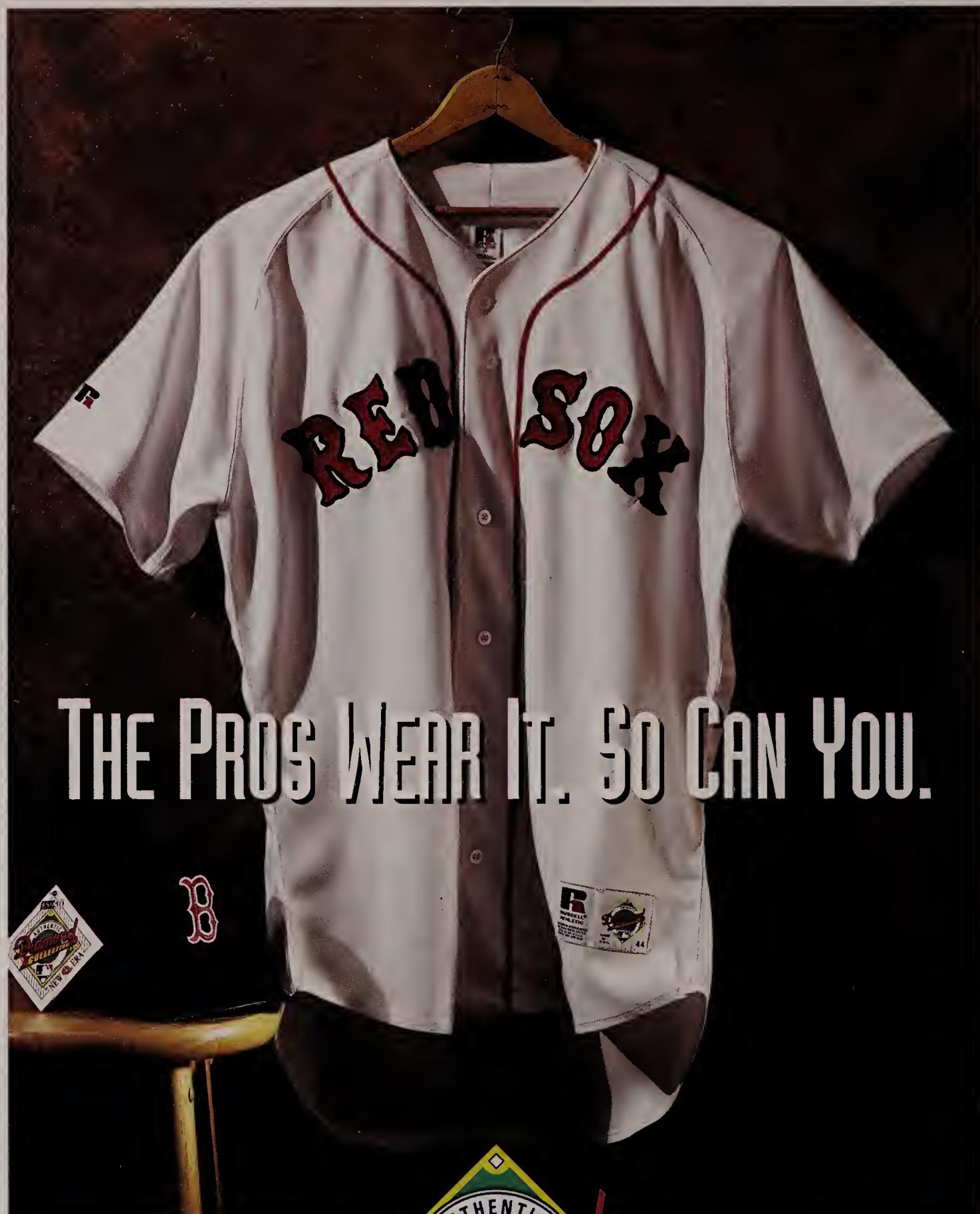
$$BA = \frac{H}{AB}$$

EARNED RUN AVERAGE

Multiply the total earned runs (ER) by 9, and divide the result by the total number of innings pitched (IP).

$$ERA = \frac{ER \times 9}{IP}$$

Note: When there is a fraction of an inning pitched, such as 50.1 innings pitched, .1 means 1/3 (.33) in baseball statistics. Also, .2 means 2/3 (.66). So, to figure out the correct earned run average, divide by 50.33 or by 50.67. Since there are 3 outs per inning, .1 inning pitched means the pitcher only got 1 batter out in the inning.



THE PROS WEAR IT. SO CAN YOU.

©1996 Major League Baseball Properties, Inc.



The Authentic Diamond Collection. The official baseball caps, jerseys, jackets, accessories and equipment of Major League Baseball. Available in dugouts and fine stores everywhere. 

OFFICIAL LICENSEES: All-Star Sporting Goods, American Baseball Cap, Antigua, Bike Athletic, Champion, Franklin, Majestic, McArthur Towels, New Era Cap Company, Russell, Starter, Wilson.

1996 RED SOX MEDIA GUIDE



- Same information used by newspapers, radio & television stations.
- \$9.00 per book (U.S. & Canadian orders) \$10 per book (International orders)
(Includes postage and handling - All orders U.S. currency only.)
- 1985-94 Red Sox Media Guides also available at \$4.50 each. 1995 Guides at \$5.00
[International Orders, please provide additional funds (U.S.) for postage on back issues.]
- Make checks payable to: Boston Red Sox.

NAME _____
 ADDRESS _____
 CITY _____
 STATE _____ ZIP _____

Send To:
RED SOX MEDIA GUIDE
4 YAWKEY WAY
BOSTON, MA 02215

It's Easy to Keep Score!

Baseball shorthand is used by the news media to render every game more enjoyable to baseball enthusiasts. All players are numbered and all plays recorded by symbols. For symbols and examples of the system, see below.

CODE NUMBER OF PLAYERS AS FOLLOWS

| | | | | | |
|---------------|---|----------------|---|----------------|---|
| Pitcher | 1 | Second Baseman | 4 | Left Fielder | 7 |
| Catcher | 2 | Third Baseman | 5 | Center Fielder | 8 |
| First Baseman | 3 | Shortstop | 6 | Right Fielder | 9 |

SYMBOLS FOR PLAYS

| | | | | | |
|-----------------------|-----|------------------|----|---------------|----|
| Single | — | Fielder's Choice | FC | Passed Ball | PB |
| Double | = | Hit by Pitcher | HP | Balk | BK |
| Triple | ≡ | Wild Pitch | WP | Struck Out | K |
| Home Run | ☰ | Stolen Base | SB | Base on Balls | BB |
| Sacrifice | SAC | Force Out | FO | | |
| Reached Base on Error | E | | | | |



The lower left-hand corner of the scoring block should be considered as home plate. Progress is counter-clockwise with progress to first base indicated in lower right-hand corner, to second in upper right-hand corner, to third in upper left-hand corner and to home in lower left. In example to left, batter reached first on an error by the second baseman, stole second, went to third on a wild pitch and scored on a passed ball. It is convenient to shade the diamond as shown so that scoring plays may be seen at a glance.

FENWAY PARK GROUND RULES

- ◆ Foul poles, screen poles and screen on top of left-field fence are outside of playing field.
- ◆ Ball going through scoreboard, either on the bound or fly: 2 Bases.
- ◆ Fly ball striking left-center-field wall to right of line behind flagpole: Home Run.
- ◆ Fly ball striking left-center-field wall to left of line behind flagpole and bounding into screen: 2 Bases.
- ◆ Fly ball striking wall or flagpole and bounding into bleachers: Home Run.
- ◆ Fly ball striking line or right of same on wall in right center: Home Run.
- ◆ Fly ball striking wall left of line and bounding into bullpen: 2 Bases.
- ◆ Ball sticking in bullpen screen or bouncing into bullpen: 2 Bases.
- ◆ Batted or thrown ball remaining behind or under canvas or in cylinder: 2 Bases.
- ◆ Ball striking top of scoreboard in left field, also ladder below top of wall and bounding out of the park: 2 Bases.



The Choice of New England's Champions

New England has a knack for champions—and Balfour is proud to be a part of that continuing tradition.

For professional and amateur athletes alike, Balfour creates championship quality awards for that once-in-a-lifetime achievement.

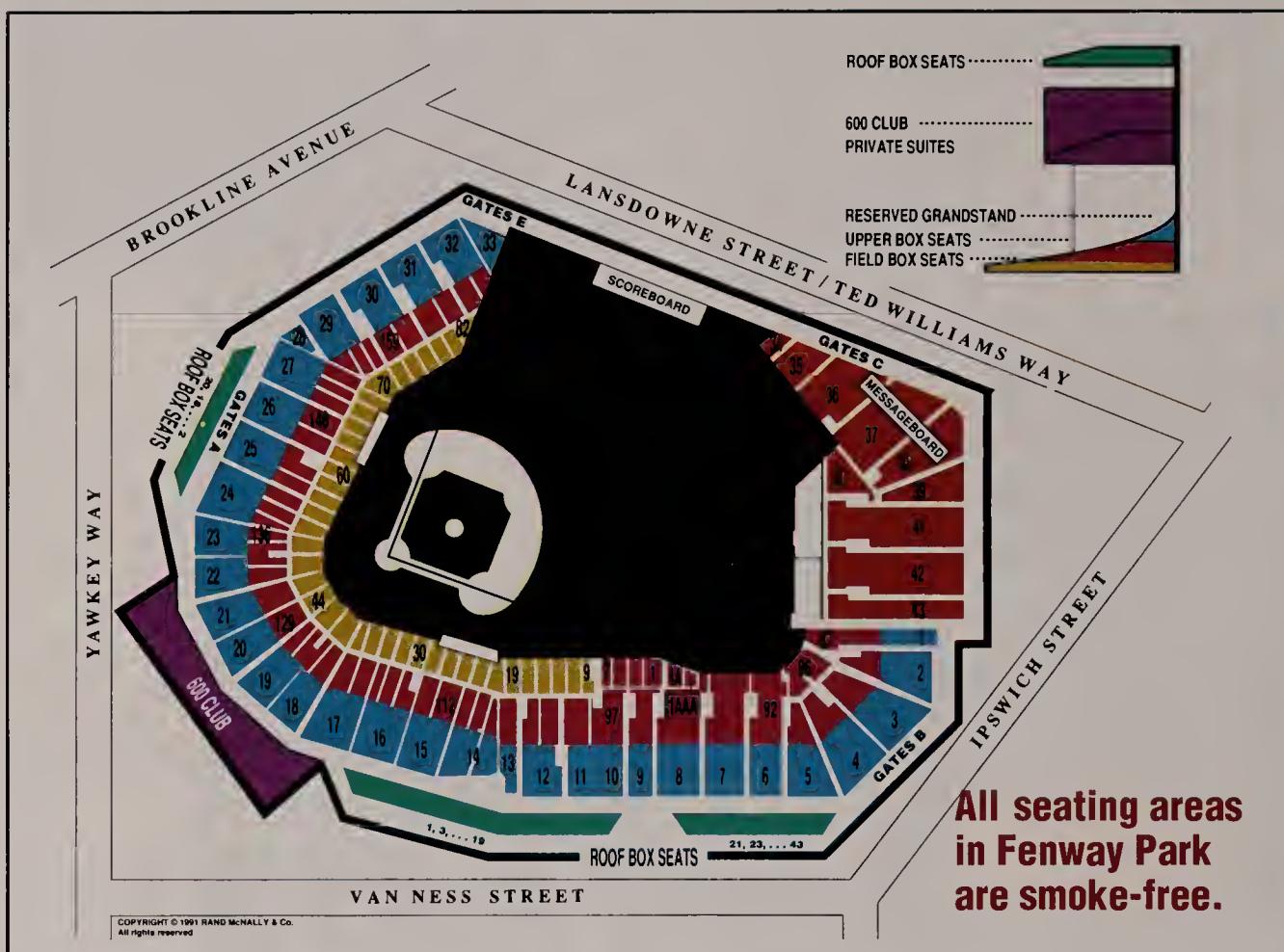
If you are interested in recognizing your team's outstanding achievements, please contact:

L.G. Balfour Company, Inc.
 15 John Dietsch Blvd.
 P.O. Box 1999
 No. Attleboro, MA 02763-0999
Attn: John Scarpellini
 Sports/Special Events Dept.

Balfour
A Town & Country Company

Tel. (508) 699-6600 Ext.354

friendly fenway park



- Field Box Seats\$23.00
 - Infield Roof
Box Seats\$20.00
 - RF Roof
Box Seats\$18.00
 - Upper Box Seats...\$18.00
 - Reserved
Grandstand\$14.00
 - Bleachers.....\$9.00



BUY RED SOX TICKETS IN ADVANCE

HOW TO ORDER AND PAY FOR YOUR TICKETS

• WALK-UP

Visit the Red Sox Ticket Office at Fenway Park. Call 617/267-1700 for office hours.

Visit the Boston Red Sox Clubhouse Shops in the Burlington Mall and Emerald Square Mall. Besides great souvenirs and sports apparel, fans can purchase Red Sox tickets between the hours of 10:00 AM and 5:00 PM Monday through Saturday.

• BY MAIL

Send your name, group name (if applicable), mailing address, a day and evening phone number along with specific game dates, number of tickets and price of tickets desired. Please add three dollars per order for handling charge. Enclose check(s) or money order(s) payable to: **Boston Red Sox**.

If using MasterCard, Visa or Discover, please include credit card number, expiration date and card-holder's signature.

MAIL PAYMENT TO:

Boston Red Sox Tickets
4 Yawkey Way
Fenway Park
Boston, MA 02215-3496

MAIL GROUP ORDERS

**MAIL GROUP ORDERS
(40+) TO:**
Boston Red Sox Group Sales
4 Yawkey Way
Fenway Park
Boston, MA 02215-3496

• BY PHONE

MasterCard, Visa or Discover are accepted. When charging tickets by phone, please have your card number and expiration date ready. Call 617/267-1700 to charge all orders.

Groups of 40 or more should call Group Sales at 617/262-1915.

For the hearing-impaired, phone TDD 617/236-6644.

• BY FAX

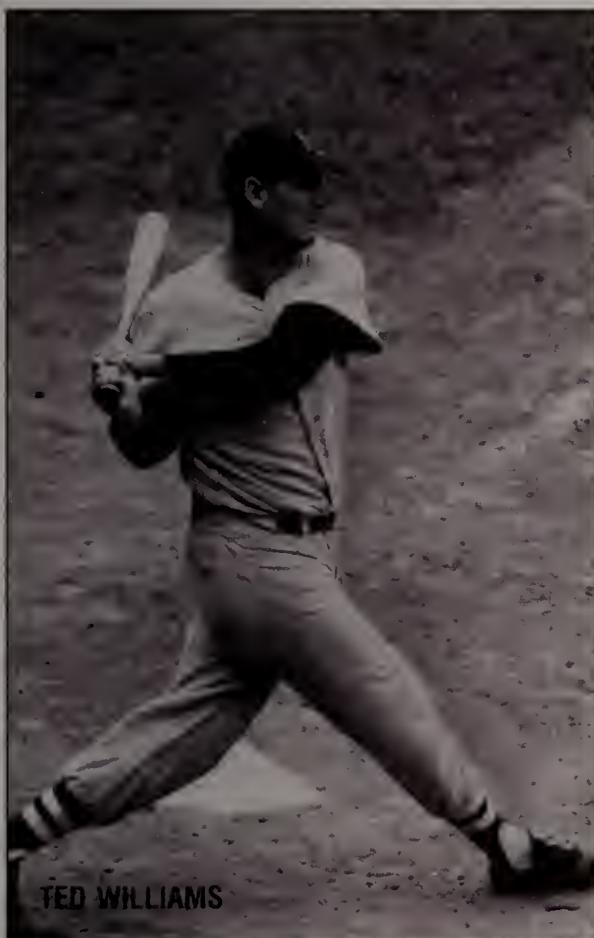
Complete information requested for mail orders (see BY MAIL above) and charge to your MasterCard, Visa or Discover by calling the FAX line at 617/236-6640.

MANAGEMENT RESERVES THE RIGHT TO LIMIT THE NUMBER OF TICKETS PURCHASED ON SPECIFIC DATES.

PHENOMENONS OF FENWAY PARK

by Chaz Scoggins

The Boston franchise was born in 1901 as one of the American League's first teams. Former Boston Braves star third baseman Jimmy Collins was the club's first manager. Called the "Americans," "Pilgrims," and "Puritans" in those early years, Boston's star pitcher was Cy Young. In 1912, the team—now known as the "Red Sox"—moved into the new Fenway Park and had its greatest season in franchise history, winning 105 games and a World Championship.



TED WILLIAMS

TED WILLIAMS

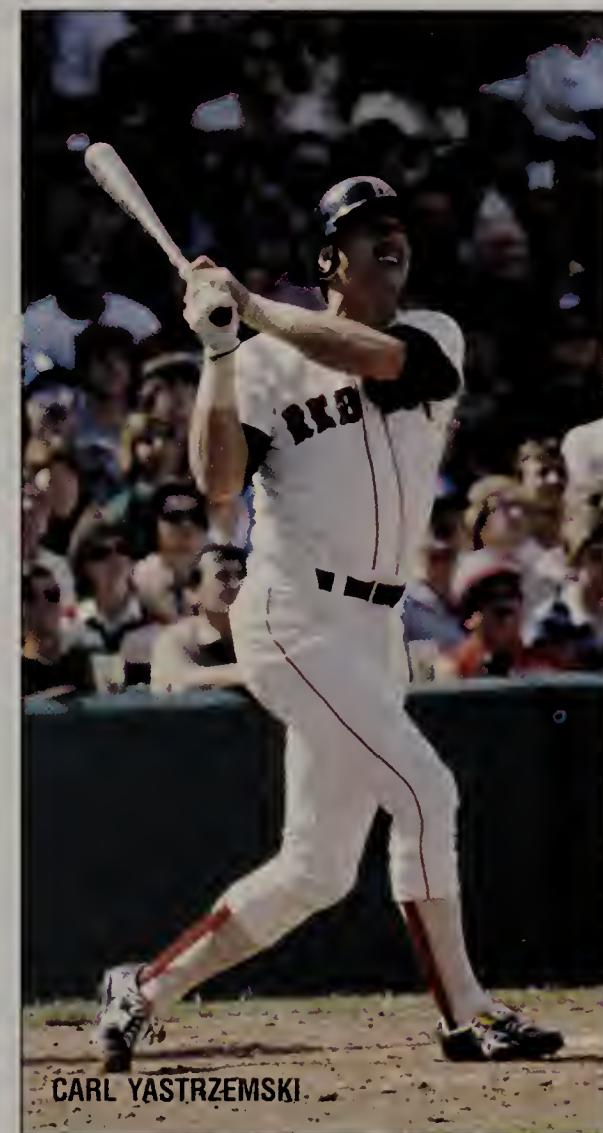
"The Splendid Splinter" hit .344 over 19 seasons, the sixth-highest average of all time. He hit 521 homers, drove in 1,839 runs and drew 2,019 walks—second all-time—while striking out only 709 times. He won the Triple Crown in 1942 and '47, took six batting titles and was the AL's MVP in 1942 and '49. Named to the All-Star Team 18 times, Williams was elected to the Hall of Fame in 1966.

CARL YASTRZEMSKI

He replaced the legendary Ted Williams in left field in 1961, and played with the Red Sox for 23 years. "Yaz" won three batting titles—including the Triple Crown in 1967, when he was also named AL Most Valuable Player. He accumulated 3,419 hits, 452 homers and a Red Sox-record 1,844 RBI. Yaz won seven Gold Gloves, was named to 19 All-Star teams, and was elected to the Hall of Fame in 1989.

JIMMIE FOXX

Red Sox owner Tom Yawkey bought this 28-year-old slugger from the Philadelphia Athletics for \$150,000 in 1935. Foxx would go on to hit .320 with 222 homers and 788 RBI during his seven seasons with the Red Sox, setting club records with 50 homers and 175 RBI in 1938. That year he also led the AL in hitting (.349) and won the MVP Award. A Hall of Famer, "Double X" made the All-Star team during six of his Red Sox seasons.



CARL YASTRZEMSKI

FRED LYNN

He spent little more than a year in the minors before producing perhaps the finest rookie season in major league history. Sparking the Red Sox to the '75 pennant, Lynn hit .331, with 21 homers and 105 RBI, and an AL-leading 103 runs, 47 doubles, and .566 slugging percentage. He remains the only major leaguer to earn MVP and Rookie of the Year honors in the same season. An All-Star in each of his six years with Boston, Lynn finished his 17-year career with a lifetime .283 average.

BECK'S

America's Favorite
German Beer.



Dribeck Importers, Greenwich, CT

{ PHENOMENONS }



JIMMIE FOXX

WADE BOGGS

After batting higher than .300 in five of his six minor league seasons, Boggs hit an AL rookie-record .349 when he finally arrived in Boston in 1982. He went on to win five batting titles in the next six years. He had 200 or more hits (including a club-record 240 in 1985) in an AL-record seven straight seasons. Boggs hit .338 during his 11 Red Sox seasons and made the All-Star team eight times, while playing in 1,625 games.

JOE CRONIN

When 28-year-old Joe Cronin was acquired in 1935 by the Red Sox from the Washington Senators, he was already an All-Star shortstop. He would hit .300 during his 10-year playing career with the Red Sox, driving in more than 100 runs three times. He was named to the All-Star team eight times—six years with Boston—and, after retiring as a player in 1945, managed the Red Sox to the '46 pennant. Elected to the Hall of Fame in 1956, Cronin also served as president of the American League from 1959-73.



SMOKEY JOE WOOD

One of baseball's first fireballers, Wood twice struck out more than 200 batters in a season, and 18 times he fanned 10 or more batters in a game. Breaking in with the Red Sox in 1908, Wood's best season was 1912, when he went 34-5 and led the League with 35 complete games and 10 shutouts. He led the AL with a 1.49 ERA in 1915, but would soon be converted into an outfielder after his arm went dead. Wood's .674 winning percentage and 1.99 ERA are still the best in Red Sox history.

CARLTON FISK

After a mediocre minor league career, the New England-born catcher was named AL Rookie of the Year in 1972 after hitting .293 with 22 homers and 61 RBI for the Red Sox. He also tied for the League lead with nine triples and won a Gold Glove. Fisk spent the first nine years of his career with Boston, making the All-Star team seven times. His 12th-inning homer vs. Cincinnati to win Game 6 of the 1975 World Series ranks as one of the most dramatic moments in baseball history.

CY YOUNG

Baseball's all-time winningest pitcher won 192 of his 511 victories during eight seasons (out of 22 in the majors) with the Red Sox from 1901-08. He twice won more than 30 games, and in four other campaigns with Boston, he had more than 20 victories. In 1901, Young led the AL in victories (33), shutouts (5), strikeouts (158) and ERA (1.62). The 6-2, 210-pound right-hander is still the Red Sox all-time leader in victories (192) and shutouts (38) and is second in ERA and strikeouts.



If you looked any more authentic, we'd have to ask for your autograph!

NEW ERA



RUSSELL
ATHLETIC



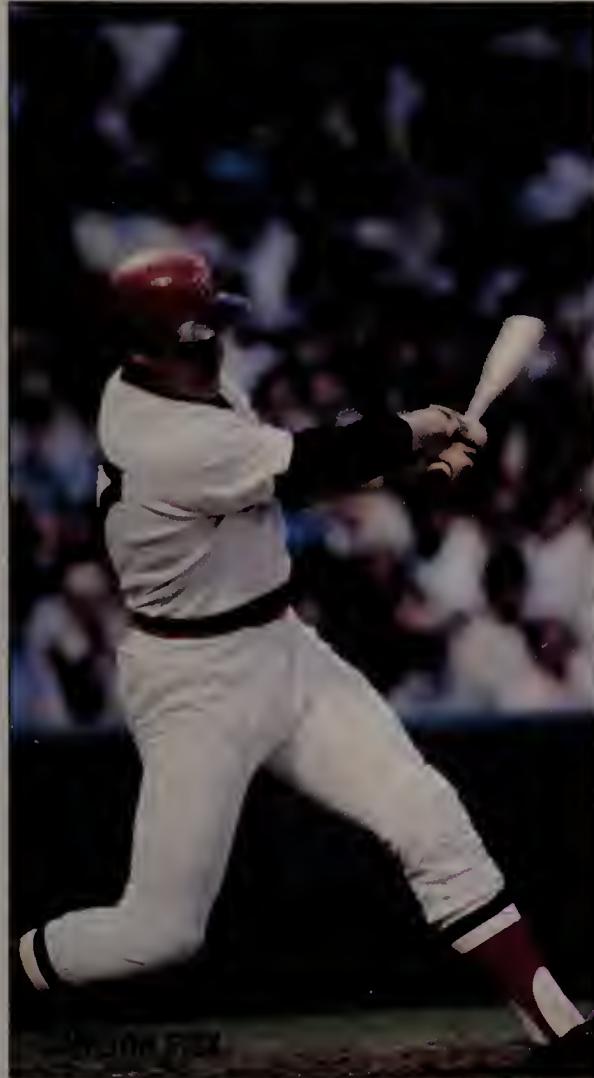
Because when you get this gear, you've got the same gear they wear on the field. The exact same. The same New Era cap, the same Russell jersey, and the same on-field Starter jacket. But, to get the exact same gear, you've got to get to the Clubhouse...then take your chances with the autograph seekers!

**BOSTON
RED SOX.** Clubhouse

BURLINGTON MALL • EMERALD SQUARE



{ PHENOMENONS OF FENWAY PARK }



BOBBY DOERR

He was one of those rarities—a slick-fielding second baseman who could hit for average and power. In 14 seasons with the Red Sox (1937-44, 1946-51), the Hall of Famer batted a solid .288 with 223 homers and 1,247 RBI. He hit better than .300 three times, drove in 100 runs six times, three times hit more than 20 homers in a season, and was a nine-time All-Star. Doerr also led the AL in slugging in 1944.

HARRY HOOPER

One of the stars of the 19-teens, Hooper was a terrific defensive outfielder who hit .281 over a 17-year career, the first 12 of which he spent with the Red Sox. The Hall of Famer batted .311 in 1911 and .312 in 1920, and stole 300 bases during his Red Sox career (still a club record). Hooper's 130 triples also remain the team mark as does his 260 outfield assists. He ranks sixth on Boston's all-time list in games played (1,646).

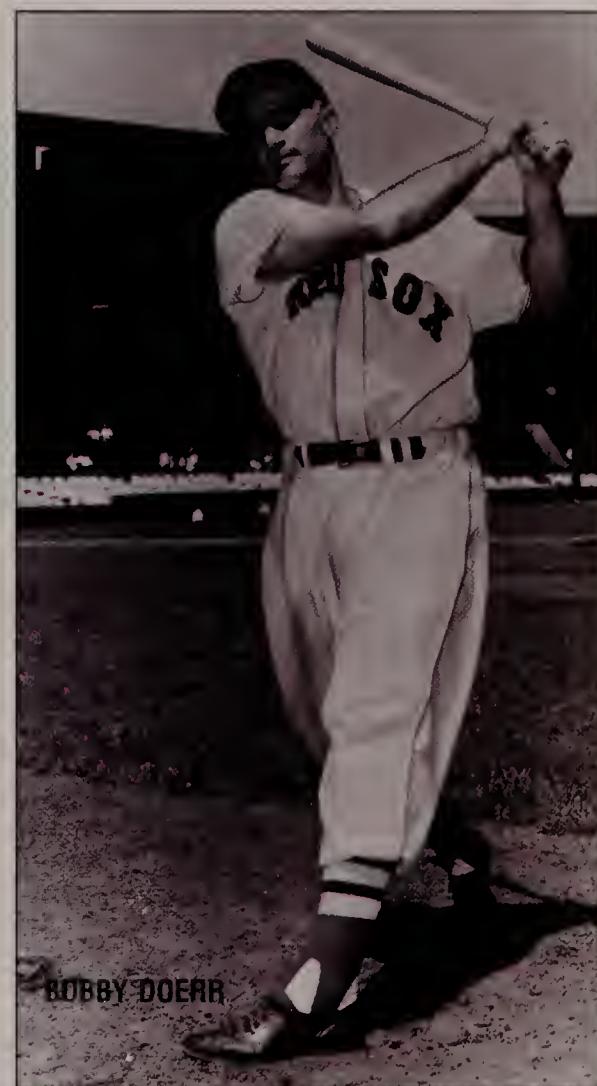
DOM DIMAGGIO

The bespectacled "Little Professor" was Joe's younger brother. Dom spent his entire 10-year major league career as Boston's outstanding centerfielder, banging 1,680 hits and batting .298. DiMaggio hit .301 as a rookie in 1940 and went on to hit better than .300 three more times. His 34-game hitting streak in '49 is a Red Sox record. In '50, he led the AL in runs scored (131) and steals (15). He made the All-Star team seven times.



JIM RICE

After winning the Triple Crown at Class AAA Pawtucket in 1974, Rice broke into the majors with a flourish, hitting .309 with 102 RBI and a club-leading 22 homers while helping lead Boston to the 1975 pennant. Over his 16-year Red Sox career (1974-89), Rice hit over .300 seven times, finishing with a lifetime average of .298 with 382 homers and 1,451 RBI. Eight times an All-Star, he was the AL's MVP in 1978.



BILL LEE

A popular and crafty lefthander known as "The Spaceman," Lee once said his idea of a perfect game was "nine singles followed by nine double plays." Lee became a starter for the Red Sox in 1973 (after four years in the bullpen) and also became an All-Star with 17 wins and a 2.75 ERA. He compiled a 94-68 record during his 10 seasons with Boston and ranks sixth on the club's all-time list in games pitched (321).

BACK FOR A SIXTH
MILLION DOLLAR SEASON

Play

TRIPLE WINNER
GAME

***And Help Raise \$1,000,000 For
The Jimmy Fund***



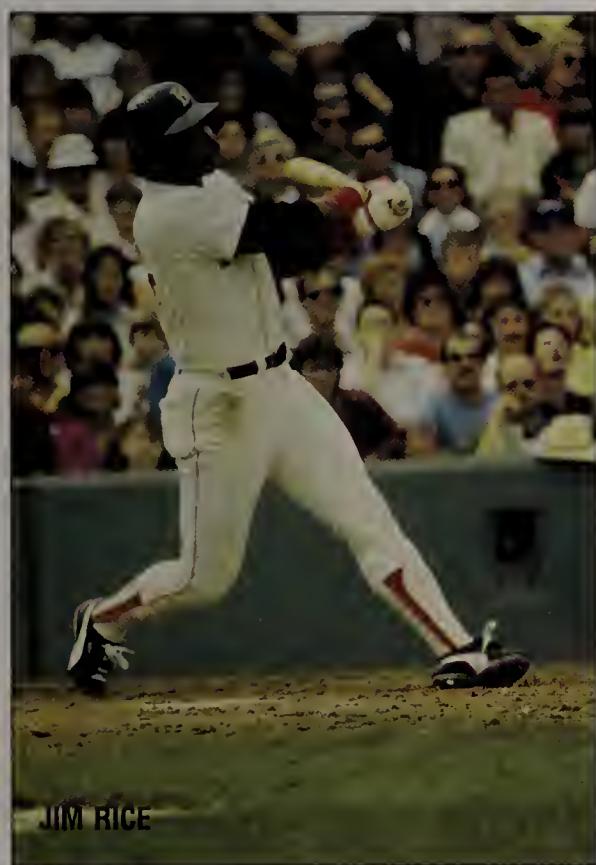
*COME TO STOP & SHOP
JUNE 2 - JULY 27
GREAT PRIZES! GREAT FUN!
AND ALL FOR A GREAT CAUSE!*



{ PHENOMENONS OF FENWAY PARK }

BABE RUTH

The blackest day in Red Sox history may have been January 3, 1920, when owner Harry Frazee sold the Bambino to the Yankees for \$425,000. Ruth had been a superb left-handed hurler for the Red Sox—winning 89 games with a 2.19 ERA and 17 shutouts—over six seasons. In 1919, Ruth had also emerged as the game's best slugger —slamming a then-record 29 homers, while leading the AL in RBI (114) and slugging percentage (.657).



JIM RICE

DICK RADATZ

From 1962-65, the 6-foot-6 "Monster" won 49 games and saved 104. In his '62 rookie year, he led the AL in games (62) and saves (24). In '64, Radatz fanned 181 batters, a major league record for relievers.

RICO PETROCELLI

A power-hitting shortstop, Petrocelli hit 210 homers and drove in 773 runs in his 13-year Red Sox career. In 1969, he set the AL record for homers by a shortstop (40). He ranks seventh on the club's all-time list in homers, RBI, and extra-base hits. ■

LUIS TIAINT

The Red Sox signed the veteran Cuban righthander to a minor league contract in 1971 after he'd been released by Minnesota. After starting the '72 season in the Boston pen, Tiant went 11-2 as a starter, including four straight shutouts, and he led the AL with a 1.91 ERA. Tiant would win 20 or more games in three of the next four seasons. In '75, he shut out the mighty Reds 6-0 in the World Series opener. Tiant was 122-81 with a 3.36 ERA during his eight-year Red Sox career.



1996 RED SOX PROMOTIONS

MASSACHUSETTS DEPARTMENT OF PUBLIC HEALTH DAY

The first 15,000 fans age 18 and under entering the ballpark will receive a compact disc holder and a smokefree card good for retail discounts throughout Massachusetts, compliments of the Mass. Department of Public Health.

Tuesday, AUGUST 20

**SOX vs. OAK
7:05 pm**



MAJOR LEAGUE BASEBALL MAGAZINE FOR KIDS DAYS

The first 15,000 fans age 15 and under entering the ballpark will receive a Major League Baseball for Kids Magazine.

Wednesday, JULY 24

**SOX vs. KC
7:05 pm**

**Monday, SEPTEMBER 9
SOX vs. MIL
7:05 pm**



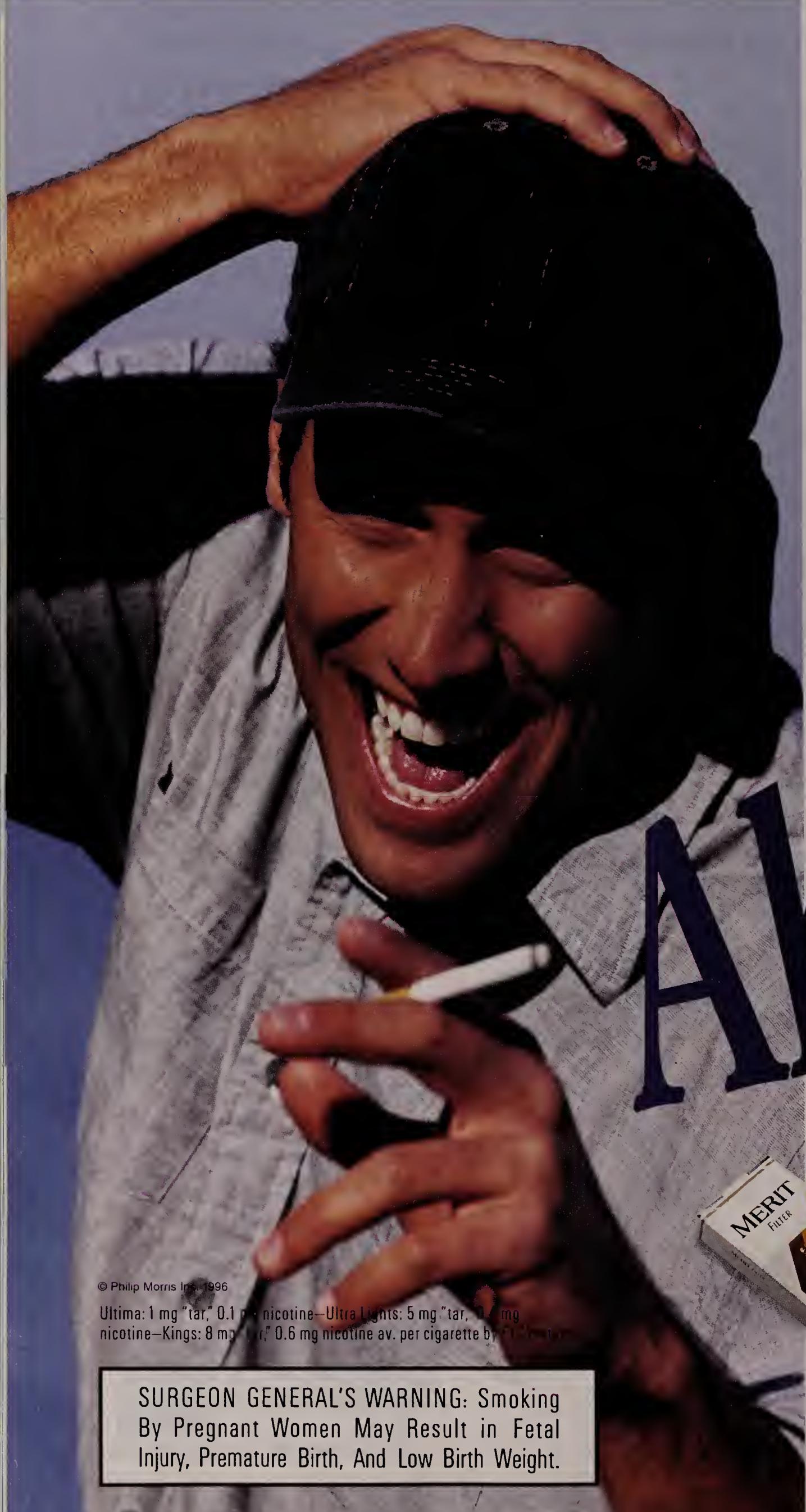
RED SOX/COCA-COLA FAN APPRECIATION DAYS

All fans receive a 1996/1997 Red Sox Calendar, compliments of Coca-Cola.

**Friday & Saturday,
SEPTEMBER 13 & 14**

**SOX vs. CHI
FRI 7:05 pm
SAT 1:05 pm**





You can do it!
You can switch down to
lower tar and enjoy
satisfying taste.

Aha!



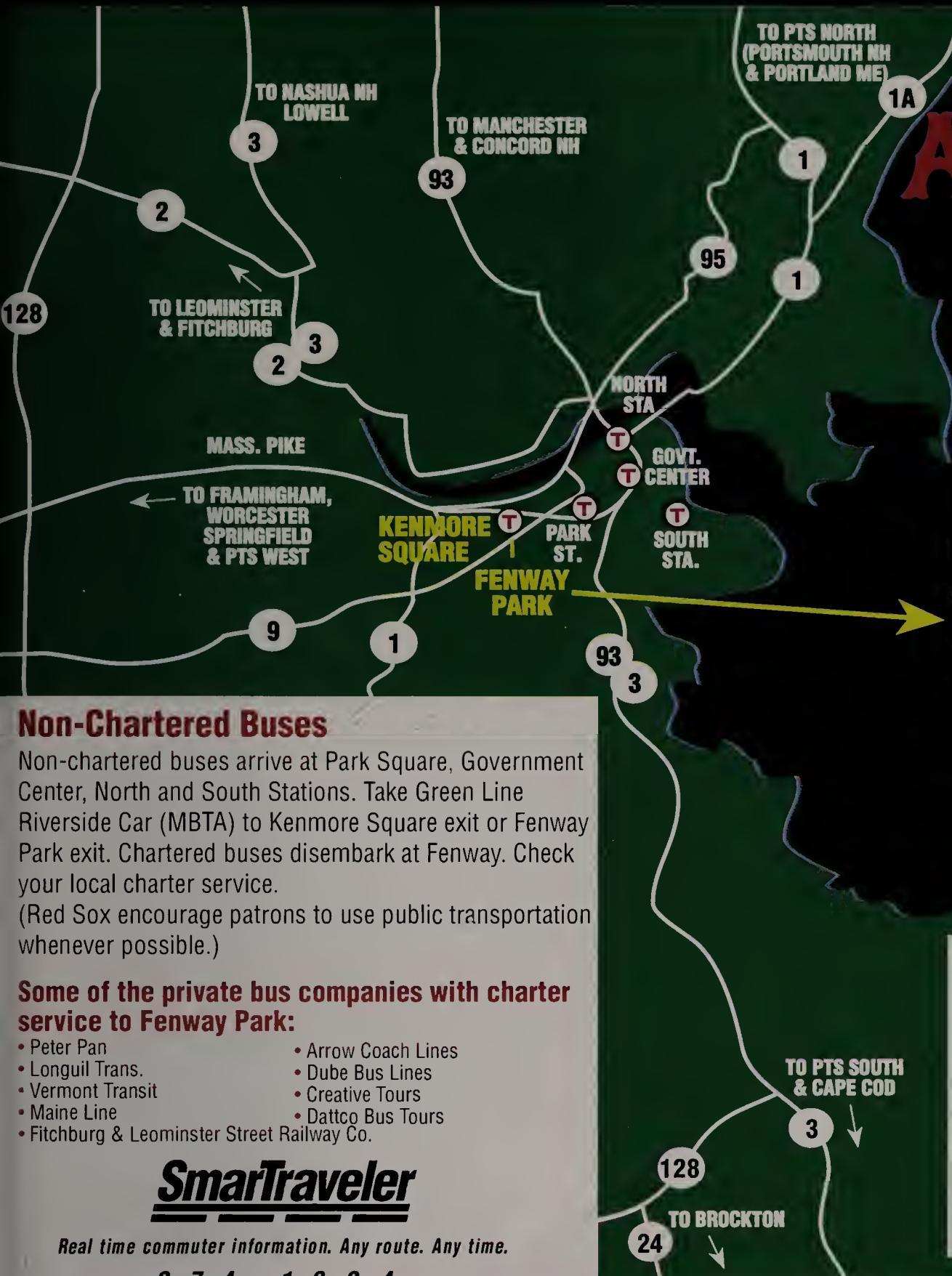
You've
got
MERIT

© Philip Morris Inc. 1996

Ultima: 1 mg "tar," 0.1 mg nicotine—Ultra Lights: 5 mg "tar," 1 mg nicotine—Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.

SURGEON GENERAL'S WARNING: Smoking By Pregnant Women May Result in Fetal Injury, Premature Birth, And Low Birth Weight.

A GUIDE TO FENWAY



Non-Chartered Buses

Non-chartered buses arrive at Park Square, Government Center, North and South Stations. Take Green Line Riverside Car (MBTA) to Kenmore Square exit or Fenway Park exit. Chartered buses disembark at Fenway. Check your local charter service.

(Red Sox encourage patrons to use public transportation whenever possible.)

Some of the private bus companies with charter service to Fenway Park:

- Peter Pan
- Longuil Trans.
- Vermont Transit
- Maine Line
- Fitchburg & Leominster Street Railway Co.
- Arrow Coach Lines
- Dube Bus Lines
- Creative Tours
- Dattco Bus Tours

SmarTraveler

Real time commuter information. Any route. Any time.

3 7 4 - 1 2 3 4

Public Parking Available At:

Prudential Center Garage
Somerset Parking (400 Commonwealth)
Riverside Station
Government Center Garage
Various MBTA Stops

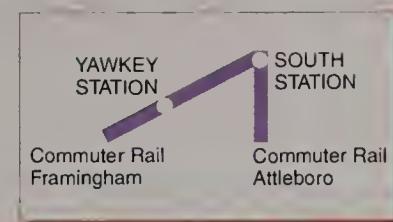
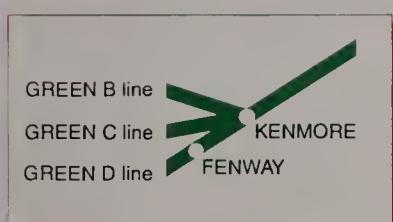
Boston University Lots in Kenmore Square at:
Newbury St. and Kenmore St.
30 Deerfield St.
Granby St. and Commonwealth Ave.

RIDE THE T TO THE RED SOX

Avoid traffic and parking hassles:
ride the T to Fenway Park on the Green Line, commuter rail or local buses.

T ... The Alternate Route

- Green line trolleys stop at Kenmore and Fenway Stations
- "Red Sox Train" commuter rail service stops at Yawkey Station (available on the Framingham and Attleboro lines)
- These T bus routes stop close to Fenway Park: 8, 8A, 47, 55, 57, 60 and 65



T Information

- (617) 222-3200 press 1-5-1-3
- Hearing impaired TDD (617) 222-5146
- Web site: <http://www.mbta.com>



Rawlings



JUNIOR'S TURN.

For over 100 years, more of baseball's great players have used Rawlings' equipment than any other brand. From Hall of Famers to Rawlings Gold Glove Award winners like Ozzie Smith, Cal Ripken, Jr., and Tony Gwynn, now it's Junior's turn.



Internet - <http://www.rawlings.com>



The First American League Umpire

TOM CONNOLLY

by Herb Crehan

WHEN THE ATLANTA BRAVES AND THE Cleveland Indians took the field for the opening game of the 1995 World Series, the usual complement of four umpires increased to six, with the addition of the umpires who worked the left- and right-field foul lines to Atlanta-Fulton County Stadium.

When the late Tom Connolly took his position behind the plate at the old Huntington Avenue Grounds ballpark on October 1, 1903, to umpire

the first World Series game ever played, his only companion was National League umpire Hank O'Day. Connolly, who also umpired the inaugural American League game in 1901, was probably very happy to have O'Day stationed at second base. During the regular season at that time, major league umpires worked the games alone.

Today, it seems quite remarkable that Connolly earned the honor of umpiring the Series opener which the Boston Pilgrims took from the

Pittsburgh Pirates 7-3. Connolly was born in Manchester, England, in 1870, and had never even seen a baseball game before he arrived in Natick, MA at the age of 13.

He told baseball writers of his era, "I never played the game well, but I was determined to learn everything I could about the game. I read every book I could get my hands on, and became very knowledgeable about the game."

Apparently Connolly's crash course worked. During his 30-year umpiring career, and more than 20 years as the first Chief Umpire of the American League, he was regarded as the premier authority on the rules of baseball. Connolly was consulted by all of the clubs and both league presidents as the final word on disputed rulings.

Connolly began his career in his hometown of Natick umpiring for a YMCA league. He was spotted as a potential major league umpire by Tim Hurst of the National League and assigned to umpire in the old New England League in 1894. By 1898, he was pronounced ready for the major leagues, beginning his National League umpiring career at the age of 27.

Connolly quit the National League in disgust in 1900 because his rulings were not supported by the league. When the upstart American League was formed by Ban Johnson in 1901, the legendary Connie Mack of the Philadelphia Athletics recommended Connolly to Johnson.

Ban Johnson set about to distinguish his fledgling league by backing his umpires to the hilt. This eliminated the brawling and rowdy behavior that plagued their National League rivals. Johnson's approach was a perfect match with Connolly's passion for decorum. He once described an umpire as "one with poise and without rabbit ears."

Connolly threw out 10 players during the American League's first season, but at one point during his distinguished career, he put together

MO VAUGHN'S 1996 "HIT DOG HOMERS" PROGRAM TO BENEFIT THE BOYS AND GIRLS CLUBS OF BOSTON

For every home run he hits during the 1996 Red Sox season, Mo Vaughn will donate \$2,000 to the Boys and Girls Clubs of Boston with his newly created "Hit Dog Homers" program. In any event, Mo will make a sizable donation, up to the \$100,000 plateau.

Each quarter a check will be issued to the Boys and Girls Clubs of Boston from Mo, based on his home run production during that time period. The Boys and Girls Clubs of Boston will utilize the funds generated to sponsor events and functions for youngsters in the Boston area.

"I have a few goals for the 1996 season. First I'm going to stay focused and work hard with my teammates towards the goal of winning a World Series Championship. Second, I am dedicated to helping the Boys and Girls Clubs of Boston. So, I'm asking everyone to help me work towards fulfilling both goals. Come on out to Fenway Park and cheer us on, and join me in my work to benefit the Boys and Girls Clubs of Boston."

Donations can be made to the Boys and Girls Clubs of Boston at:

Boys and Girls Clubs of Boston
50 Congress Street, Suite 730
Boston, MA 02109

Quarterly checks to the Boys and Girls Clubs resulting from the "Hit Dog Homers" contest will be issued from Mark Gillam Enterprises of Fair Oaks, California on behalf of Mo Vaughn.



MO VAUGHN

{ TOM CONNOLLY }

a stretch of 10 years without a single ejection. Detroit Tigers star and Hall of Famer Ty Cobb once observed, "You can go just so far with Tommy. Once you see his neck go red, it's time to lay off."

Connolly had several run-ins with the immortal Babe Ruth. They may well have been baseball's original odd couple. Connolly stood just five feet, seven inches and remained dignified at all times. Ruth was a giant of a man who could be profane. Despite their differences, when Ruth was with the Red Sox and living in Sudbury, MA, he would occasionally drop by Connolly's Natick home to talk baseball.

Ruth loved to try to use his personal relationship with Connolly to his advantage. If Connolly called a strike on a pitch that Ruth thought was high, he would step out of the batters' box, hold his hand out shoulder high, and say to Connolly, "Young Tommy must be about this tall by now I would guess." The crowd would roar their approval of Ruth's apparent protest, while Connolly would motion impatiently for the Babe to step back in. If the Babe thought a strike was outside, he would step out, spread his hands about six inches apart and say, "You should have seen the fish I caught in the Sudbury River the other day. It was at least this big."

In August of 1922, Connolly was umpiring behind the plate in a game between the New York Yankees and the old Washington Senators at the Polo Grounds in New York. On this particular day, a large delegation from a local orphanage was seated in the right-field

bleachers holding a sign that read, "Hit one up here Babe." On his first at-bat, the Babe did exactly that, lofting a home run directly into the midst of the group. On his next turn at bat, Ruth took exception to several of Connolly's calls. The diminutive arbiter summarily ejected Ruth from the game.

Haywood Hale Broun, who would later become a nationally-known radio commentator, was a young sports-writer covering that game for the old New York World. The next day he wrote of Ruth's heroic home run, "Ruth will go to heaven for that." Of Connolly's third-inning ejection of Ruth, Broun added, "We have our doubts about Tommy Connolly."



Tom Connolly (left) with fellow umpires Bill Dinneen and Clarence Rowland in 1924.
Photo courtesy NATIONAL BASEBALL LIBRARY & ARCHIVE, COOPERSTOWN, NY.

Ironically, a recommendation from Connolly who was a pious man and a daily communicant, may have been Ruth's best shot at admission to the great major league in the sky.

Connolly's umpiring career continued through 1931, when he was appointed as Chief Umpire for the American League by then league President William Harridge. Until he retired in 1954 at the age of 83, Connolly continued to advise the league's umpires, and to scout for potential major league umps. "Nobody ever bought a ticket to see an umpire," was his advice to rookie umps.

In 1953, Tom Connolly and the renowned National League umpire Bill Klem became the first umpires ever elected to Baseball's Hall of Fame. Klem was more flamboyant and better known than Connolly, but no

umpire was ever more respected than the Natick resident. After Tom Connolly threw Ruth out of the "orphan's game" with the Senators in 1922, the Babe played his remaining 13 years in the majors without a single ejection.

Ruth could never remember anyone's name. He greeted presidents and newsboys alike with, "Hey kid." Not so with Connolly. Whenever the two met, Ruth would immediately say, "Hey Tommy, remember that time you tossed me out of that game at the Polo Grounds?"

It wasn't until 1952 that the major leagues instituted the four-man umpiring crew as the standard for regular-season games. Up to his dying day, Connolly insisted, "Three is the right number of umps to work a game effec-

• WORLD CLASS SPA & FITNESS CENTER • SUNSET CHAMPAGNE CRUISE • 4 RESTAURANTS •

CHARTER BOATS • BEACH CABANAS • MASSAGE • SAUNAS • WHIRLPOOLS • BEAUTY SALON • STEAM BATH • AEROBICS



• JOGGING TRAILS • PLUNGE POOLS • WATERVIEW ROOMS • TENNIS • GOURMET DINING • HERBAL WRAPS

Sanibel is better from our point of view.

Overlooking Sanibel and Captiva Islands lies the area's most luxurious resort. We offer a world-class spa and fitness center. Championship tennis. Nearby golf. Private beach. Marina with boating, sailing and fishing. A daily children's program. Spacious rooms with spectacular water views and private balconies. And luxurious two-bedroom resort condos. Everything a Florida vacation should be. Only better. For information and reservations call 1-800-767-7777



**Sanibel Harbour
Resort & Spa**

17260 Harbour Pointe Drive • Sanibel Harbour
Ft. Myers, FL 33908 • 941-466-4000 • Fax 941-466-2150

 **INTERCONTINENTAL**
GLOBAL PARTNER RESORT

• 4 SWIMMING POOLS • KID'S PROGRAM • VOLLEYBALL • SHELLING EXCURSIONS • RACQUETBALL • SAILING • GOLF •

{ TOM CONNOLLY }

tively. There simply isn't enough for the fourth umpire to do."

Tom Connolly felt that he had umpired a good game if nobody remembered his role once the game was over. But his contribution to the American League and the integrity of Major League Baseball is worth remembering. After all, even Babe Ruth knew his name. ■

Herb Crehan is the author of Lightning In A Bottle: The Sox of '67 (Branden Publishing, Boston, MA, 1992) and a resident of Natick, MA. He writes extensively on baseball and its history for newspapers and periodicals throughout New England. Crehan is a Senior Vice President of the Hay Group, an international consulting firm, and an adjunct faculty member at Bentley College. Much of the material contained in this article was provided by the National Baseball Hall of Fame in Cooperstown, New York, and Mr. Charles Kane who is the author of Baseball Trivia and a lifelong resident of Natick.



The relationship between Babe Ruth and Tom Connolly is legendary. Ruth had an uncanny knack for vexing Connolly, and their "differences of opinion" usually resulted in Ruth's ejection from the game. Photo courtesy NATIONAL BASEBALL LIBRARY & ARCHIVE, COOPERSTOWN, NY.

Many of the early umpires had their roots in Massachusetts. Some of the more familiar native Bay Staters of all time are:

Sam Carrigan
Chicopee Falls, MA
(1961-65)

John "Red" Flaherty
Maynard, MA
(1953-73)

Eddie Hurley
Holyoke, MA
(1947-65)

Peter McLaughlin
Waltham, MA
(1924-28)

Steve Palermo
Oxford, MA
(1977-91)

Bob Stewart
Blackstone, MA
(1959-70)

Bill Summers
Upton, MA
(1933-59)

Al Weaver
Woburn, MA
(1943-47)

◇ AMERICA'S PASTIME with NEW ENGLAND'S COOKIE ◇

Double Play!

Try a Couple Today.

Available at the game,
and at your favorite store.

Cape Cod Cranberry Cookie Co.
POBox 627, East Sandwich, MA 02537
508-833-1452 • Fax: 508-888-0669

What do you do when
you want to let things slide?

Do A Kahlúa®

Mudslide

It's get down good.

Over ice: 1/2 oz. Kahlúa,

1/2 oz. Irish Cream,

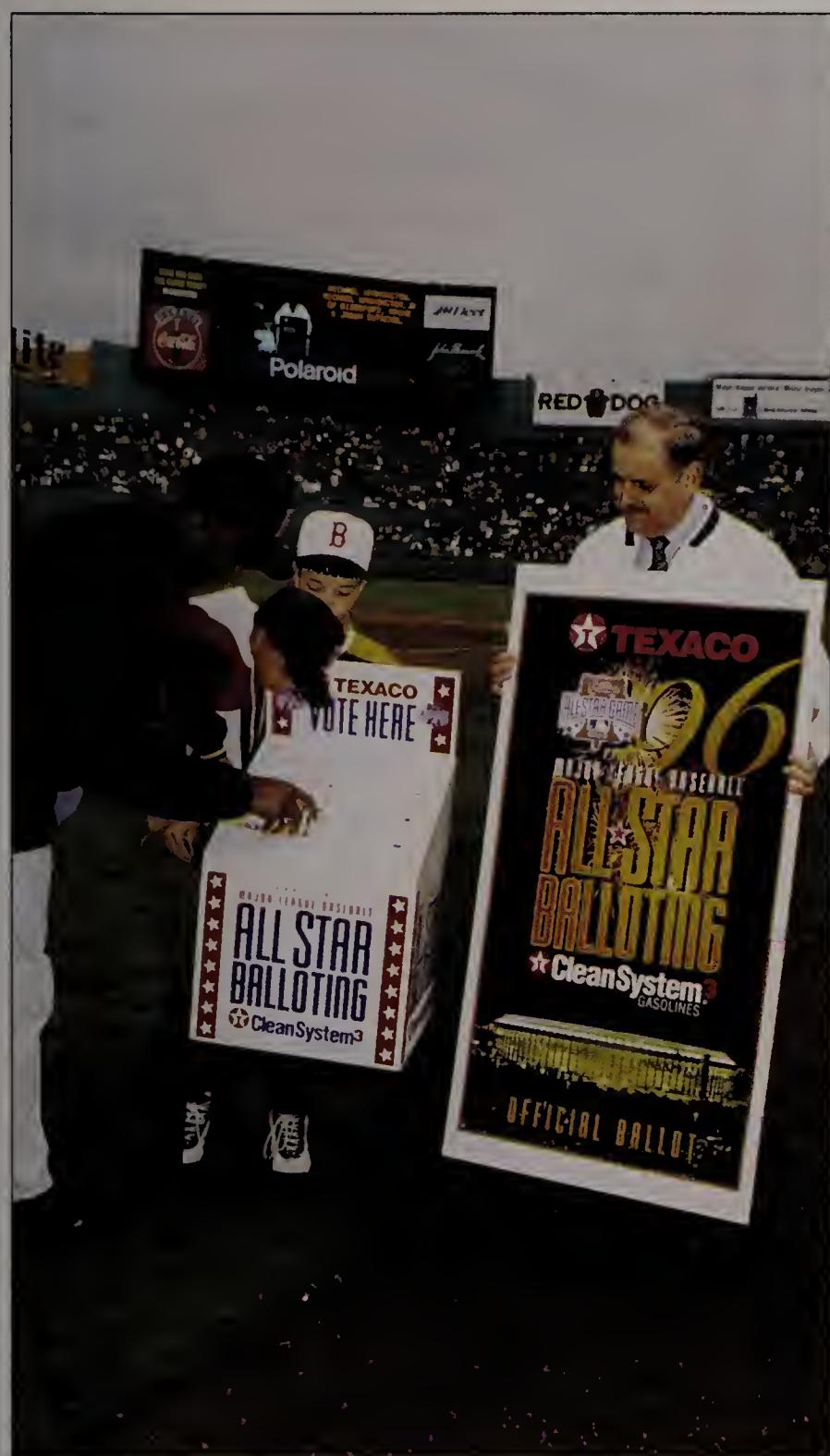
1/2 oz. vodka, 1 oz. cream.

Ohhh yeahhh.

The Kahlúa Recipe Book is yours for the asking. Kahlúa, Dept. RB, P.O. Box 2426, Farmington Hills, MI 48333-2426. To send a gift of Kahlúa, where legal, call 1-800-238-4373.

© 1996 Kahlúa® Liqueur, 26.5% alc./vol., Hiram Walker & Sons, Inc., Southfield, MI Before you celebrate, designate.

RED SOX IN THE COMMUNITY



On April 28, "Latino Youth Recognition Day," students from Boston, Cambridge and Chelsea were acknowledged by the Red Sox for their academic achievements. In a pre-game ceremony before the Red Sox-Royals game, the students were commended and received congratulations from Red Sox players Wil Cordero and Jose Canseco.

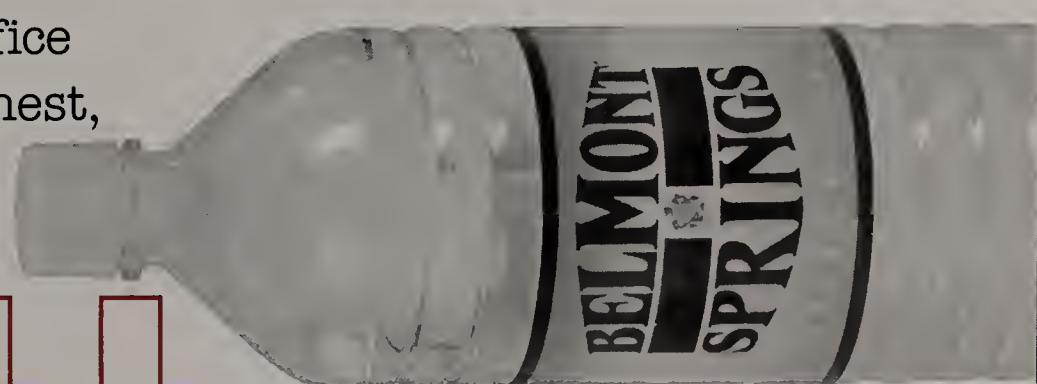
On May 4, the Red Sox launched the 1996 Major League Baseball All-Star Balloting with the assistance of Jim Loomis (on right) from Texaco, this year's sponsor. Randomly selected fans Michael Washington and his son, Michael, Jr. of Biddeford, ME, dropped in the first ballot before the Red Sox-Blue Jays game to officially kick off the program at Fenway Park. Family friend Jason Dutrembl of Saco, ME looks on.

CATCH
THIS
|

For home and office
delivery of the finest,
most refreshing
spring water

CALL
1-800-235-PURE

BELMONT
SPRINGS



TWIB: INSIDE BASEBALL FOR 20 YEARS

HOW DO YOU GET INSIDE OF BASEBALL?

Have **BARRY BONDS** blast its cover off.

Have **CAL RIPKEN** wear its cover down.

Have **RANDY JOHNSON** burn up its stitches.

Have **HIDEO NOMO** unwind it with his pitches.

Or you can tune to **TWIB** each and every week.

TWIB GOES BEYOND THE SEAMS
TO GET INSIDE BASEBALL.

In its 20th season,

TWIB will have more drama,

more exclusive footage, more bloopers,
more great plays, more **GRIFFEY, PIAZZA,**

MADDUX, and **CONE** than ever before.

More **LARKIN, BICHETTE, GWYNN,**

more **MO?** And more **MEL ALLEN** --

the one and only **MEL ALLEN**.

More baseball than ever before.

HOW DO YOU GET INSIDE BASEBALL?



TUNE IN.

Check Your Local Listings For Times In Your Area.

©1996 Major League Baseball Properties, Inc., and The Phoenix Communications Group, Inc.

brain teasers

by John Grabowski

what's in a name?

If you insert a common four-letter word in each of the following sets of blanks, reading across, you'll come up with the name of a current major league player. See how many you can identify.

1. O R _ _ _ Z
2. _ A _ _ E R
3. _ _ N _ S I
4. _ _ R _ L L
5. _ E _ G M _
6. D _ S _ N
7. _ _ R _ O N
8. _ A R _ S _
9. _ _ N _ C O
10. _ _ N _ L _ A
11. S _ N _ Y
12. _ _ L G _ O
13. _ P R _ U _
14. _ U I _ L _
15. L _ S _ A _

block it out

The names of six current Red Sox players are concealed in the box below. Find each one by starting in any square and proceeding horizontally, vertically, and/or diagonally until the name is formed. No fair skipping letters, and don't use the same square twice for any one name.

| | | | | |
|---|---|---|---|---|
| Y | T | R | S | D |
| C | G | B | E | O |
| R | O | Y | L | H |
| M | D | E | O | T |
| O | N | A | R | Y |

boy, oh boy

Insert a boy's familiar name or nickname in each blank to complete the name of a Red Sox player of the past or present. See how many you can identify.

1. A L _ _ S O N
2. M C _ _ A L D
3. C A _ _ E
4. H _ _ L E Y
5. M C _ _ E
6. L A _ _ C O I S
7. I R _ _ E
8. B U R _ _ O N
9. A N _ _ S
10. M _ _ K Y
11. M C _ _ L
12. F E R _ _ O N
13. C E _ _ E
14. B O D _ _ E R
15. C _ _ M A N
16. M A _ _ A L
17. S _ _ S
18. M _ _ L L O
19. E _ _ M A N
20. G _ _ G

answers on page 61

Find New Era Authentic
Diamond Collection caps
at all Boston area
Lids stores.

GO PRO

WITH PROFESSIONAL HEADWEAR
BY NEW ERA CAP

59/50
New Era
PRO Model
© Since 1920

The only game cap of Professional Baseball is also available in
NFL, NBA, NHL and Major College Teams.



Visit your local sporting goods store and Go Pro with New Era Cap.

NEW ERA
The Cap the Pros Wear.

the 5950®
Quality Since 1920

59/50 is the only cap worn on the field of play in Major League Baseball

{ IN THE MIDST OF IT ALL }

Continued from Page 7

lineup with men on base," Belinda said. "If you leave something behind, and a few cross the plate, you're remembered."

According to Maddux, many times a hitter has already enjoyed a solid game, and they're unusually relaxed because of their success previously.

"A lot of times a guy already has two hits, and there's no pressure on the hitter because they're free-wheeling," he said. "They've already had a good day, and they want to have a great day."

The role has expanded and become a very important part behind the superstar names. Why has it

evolved into a key aspect of the game? The answer is simple: mainly due to the trend towards reduction of innings on a starter, and the dropoff in starting pitching around the game in general.

"The old days of having a starter go nine innings and coming back three days later and going nine are dead because hitters can see how the pitcher works through video," Belinda said. "Some days they use it from at-bat to at-bat."

"That's where middle relievers come into the game to give hitters a second look," he continued. "Teams needed guys who could get into the game from the fifth to the eighth innings."

"I think it's because the hitters are better, and that means the starting pitching isn't able to last as long," said Stanton, who turns 29 on June 2. "There are very few teams now that can give you a consistent seven, eight innings out of all five of its starters."

"A quality start now is six innings," continued the only left-hander of the three. "You get six from a starter and one from a closer. There's two innings that you need somebody to pick up and hold the lead."

It all breaks down to two, maybe, three innings in the middle of the game. It's a rarity that the bullpen is not used

in today's game. That's where the term "middle relief" was derived from. But 15 years ago, seldom did anyone expect a middle reliever to carry the importance they do today. The notoriety, however, is still by the most part, lost to those who have to work in the middle, setup or short role.

Glancing around the game, it's common to find a number of veteran pitchers who have survived and thrived in the middle relief spot on a staff. In Belinda, Stanton, and Maddux, Boston possesses three pitchers with at least five years experience each. A number of the staffs in baseball are filling the middle slots with veteran hurlers like the Red Sox. For the most part, it's likely due to the experience of working day after day, and dealing with the highs and lows that come in working a number of games.

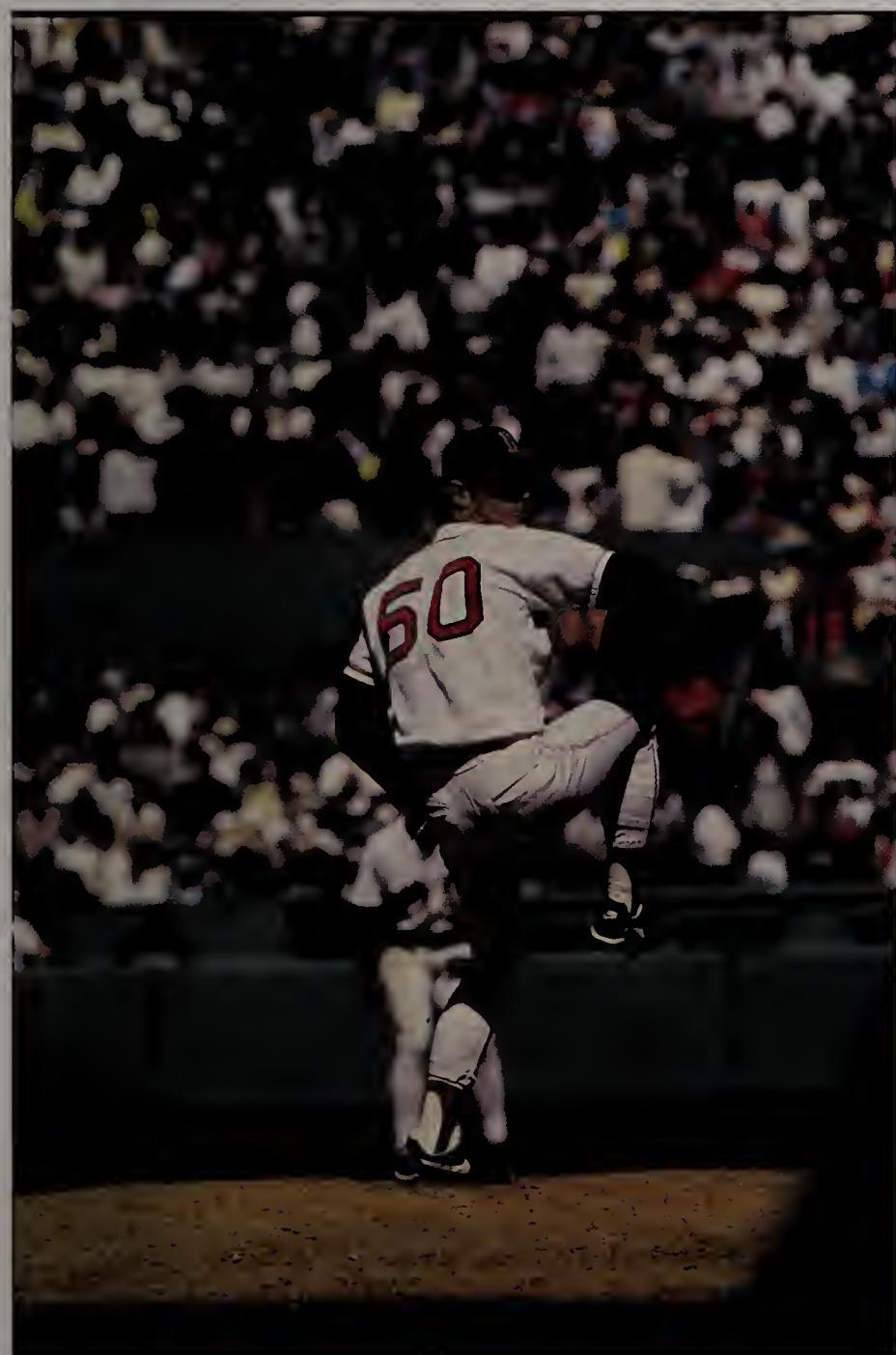
"I think it's more psychological," said Stanton. "Most young guys — and there are exceptions — don't have the mental toughness to come in every day in the seventh or eighth inning with men on."

"The guys that have been in the league longer know themselves a lot better and have kind of adapted to facing the middle of the order with the game on the line," he continued.

Maddux, who has been around a few different situations in his career, agrees with the assessment.

"I think a veteran guy doesn't watch over his numbers like you might have earlier in his career," said the brother of Atlanta ace Greg. "If I go out there and pick up three or four innings and keep the short guys fresh for the next day — that's my job."

Along with recent recall Rich Garces, who shined in his first few appearances with the Red Sox, the middle relievers come to the park ready to have their name called almost any game. It compares, somewhat, to the everyday players. The difference, however, is how their numbers are judged. For an everyday



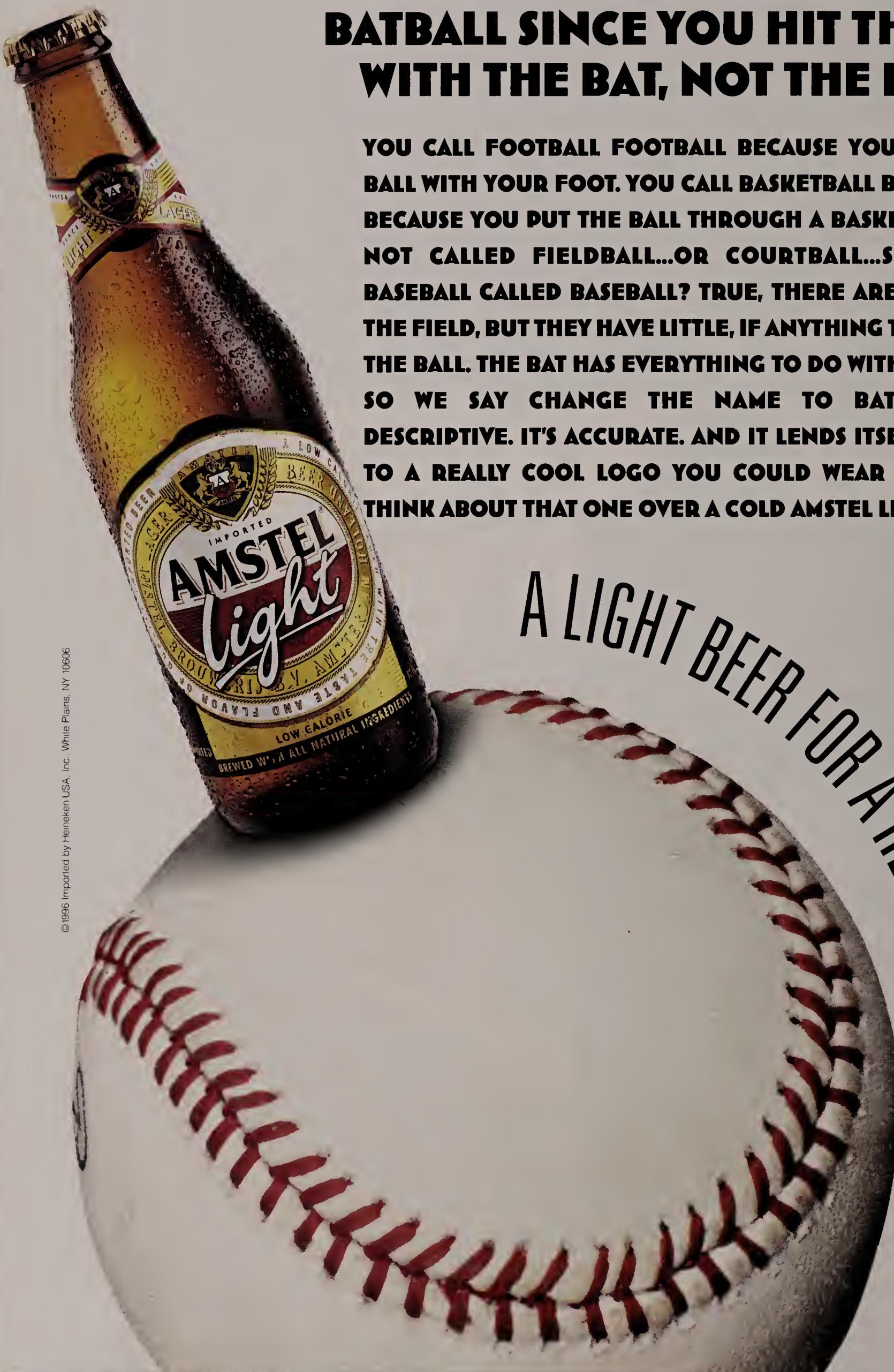
Veteran Jamie Moyer's role is that of a middle reliever and a spot starter.

WHY ISN'T BASEBALL CALLED BATBALL SINCE YOU HIT THE BALL WITH THE BAT, NOT THE BASE?

YOU CALL FOOTBALL FOOTBALL BECAUSE YOU KICK THE BALL WITH YOUR FOOT. YOU CALL BASKETBALL BASKETBALL BECAUSE YOU PUT THE BALL THROUGH A BASKET. THEY'RE NOT CALLED FIELDBALL...OR COURTBALL...SO WHY IS BASEBALL CALLED BASEBALL? TRUE, THERE ARE BASES ON THE FIELD, BUT THEY HAVE LITTLE, IF ANYTHING TO DO WITH THE BALL. THE BAT HAS EVERYTHING TO DO WITH THE BALL. SO WE SAY CHANGE THE NAME TO BATBALL. IT'S DESCRIPTIVE. IT'S ACCURATE. AND IT LENDS ITSELF BETTER TO A REALLY COOL LOGO YOU COULD WEAR ON A HAT. THINK ABOUT THAT ONE OVER A COLD AMSTEL LIGHT.



A LIGHT BEER FOR A HEAVY WORLD.TM



{ IN THE MIDST OF IT ALL }

WHAT'S IN A NAME?

- | | | |
|-----|------|-----------|
| 1. | DONE | (ORDONEZ) |
| 2. | PINT | (PAINTER) |
| 3. | MODE | (MONDESI) |
| 4. | WORE | (WORRELL) |
| 5. | BRAN | (BERGMAN) |
| 6. | UNTO | (DUNSTON) |
| 7. | CARE | (CARREON) |
| 8. | TACO | (TARASCO) |
| 9. | CASE | (CANSECO) |
| 10. | BOIL | (BONILLA) |
| 11. | TALE | (STANLEY) |
| 12. | DEAD | (DELGADO) |
| 13. | SAGE | (SPRAGUE) |
| 14. | GLEN | (GUILLEN) |
| 15. | ITCH | (LISTACH) |

BLOCK IT OUT

- BELTRE
CORDERO
GORDON
MOYER
O'LEARY
SELE

BOY, OH BOY

- | | | |
|-----|------|--------------|
| 1. | LEN | (ALLENSON) |
| 2. | DON | (MCDONALD) |
| 3. | SAL | (CASALE) |
| 4. | ART | (HARTLEY) |
| 5. | HAL | (MCHALE) |
| 6. | FRAN | (LAFRANCOIS) |
| 7. | VIN | (IRVINE) |
| 8. | LES | (BURLESON) |
| 9. | DREW | (ANDREWS) |
| 10. | ENOS | (MENOSKY) |
| 11. | CAL | (MCCALL) |
| 12. | GUS | (FERGUSON) |
| 13. | RON | (CERONE) |
| 14. | DICK | (BODDICKER) |
| 15. | OLE | (COLEMAN) |
| 16. | RICH | (MARICHAL) |
| 17. | HANK | (SHANKS) |
| 18. | ELI | (MELILLO) |
| 19. | SHEL | (ESHELMAN) |
| 20. | REG | (GREGG) |

player, it's batting average. For a closer, it's saves in the number of chances. With a starter, they're judged by won-lost and ERA. In a middle man, it's usually only measured by the number of games they appear in during the year.

"I think games say a lot, because if you don't have a lot, that means the manager wasn't confident to put you in that situation," said Belinda, who enjoys working in a few games in a row.

"As a middle relief or short man, there's two things I pride myself in," said Stanton. "It's appearances — if you're in the game, obviously, you're doing something right. The other is inherited runners."

At the end of a given season, almost all of the names in the "total appearances" column are middle relievers. They know when the game starts that it's likely, one, two or even three of them will possibly be called any given game.

"I come to the ballpark each day with a chance to pitch, and I enjoy that," said Maddux, who has also spot started in his career. "When I came to the park as a starter, it didn't feel like you're in 'that' game. I like to be a part of 'that' game."

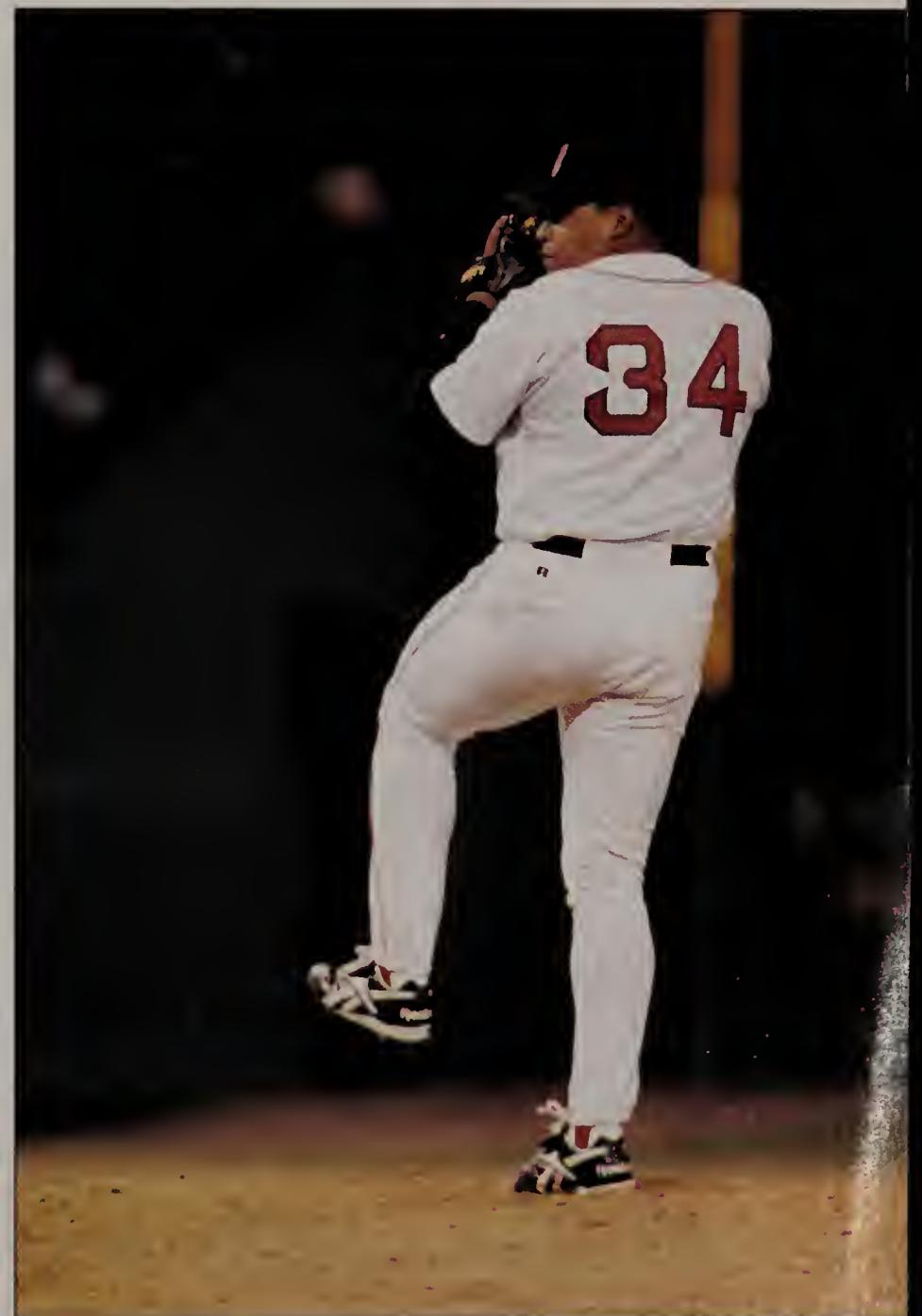
"In the last three or four years, if I pitched three days in a row, I enjoyed that," said Belinda. "I came to the park knowing I might have to pitch today. If my arm held up, I'd love to see how many games I could pitch in."

They aren't in the high profile jobs. Their work is seldom rewarded

with mention on the nightly newscasts, but they know they'll get plenty of opportunities to pitch when things go well.

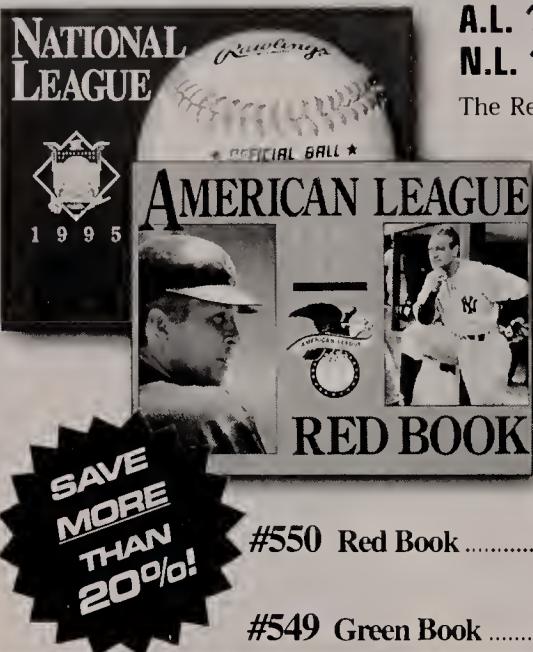
"Fame and glory is in starting and closing," said Stanton. "The guys in the middle are forgotten about."

They may be anonymous, but they're a long way from being left out. ■



Rich Garces, 25, was called up from Pawtucket in late April to help as a middle reliever.

BIG SAVINGS for Baseball Fans



A.L. 1996 RED BOOK
N.L. 1996 GREEN BOOK

The Red and Green Books are the official fact and record books of their respective leagues, serving as both previews of the 1996 season and reviews of the 1995 season. You'll find league and team data, including rosters, directories and stadium information; sketches of managers, umpires and top rookies; complete 1995 batting, pitching and fielding stats; a review of the playoffs and World Series; lots of historical data, and much more. Each book has virtually everything you'd want to know about that league.

Now Only
#550 Red BookRegularly: \$12.95 \$9.95
Now Only
#549 Green BookRegularly: \$12.95 \$9.95

Call Now To Order

1-800-825-8508

Ask For Dept. GD6R

Outside the U.S. call: 1-515-246-6911. Credit card orders only. Mon.-Fri. 7am - 10pm CST, Sat. 7:30am - 3:30pm.
To order by mail send check or money order to: The Sporting News, Attn: Book Dept. GD6R, P.O. Box 11229, Des Moines, IA 50340

Shipping & Handling: All U.S. and Canadian orders shipped via UPS No P.O. Boxes. Please charge for U.S. orders. \$3.50 for the first book. \$1.25 each additional book. For Canadian orders, \$6.75 for the first book. \$1.25 each additional book.

Foreign Orders: Credit card orders only will be accepted. Charges for shipping, insurance and return receipt will be added at \$20.00 per book for delivery by Air Parcel Post. Shipping by surface carrier (takes approximately 6-8 weeks) is also at a charge of \$5.00 per book.

SATISFACTION GUARANTEED!

Examine your Sporting News books for 15 days. If not completely satisfied, return any book for a full merchandise refund. Prices, terms and specifications subject to change.

Red Sox Cooperate with Fenway Neighbors



The Red Sox reaffirm their commitment to cooperating with their neighbors in working out various community concerns. We encourage all of our fans to cooperate also by not littering, vandalizing or in any way disregarding the rights of the neighbors who surround Fenway Park. The Red Sox also urge fans to use the parking lots in the vicinity of the stadium and to use private buses or public transportation whenever possible.

Please refer to our map on Page 47 for further information on easy access to the ballpark.
Thank you!



*America's #1
Bean Coffee!*

* * * * *

*New England's
#1
Team!*



**EIGHT O'CLOCK
BEAN COFFEE**

ANY SIZE, ANY VARIETY

DO NOT DOUBLE
OR TRIPLE

MANUFACTURER'S COUPON 01237

**SAVE
55¢
WITH THIS
COUPON**

EXPIRES 10/01/96

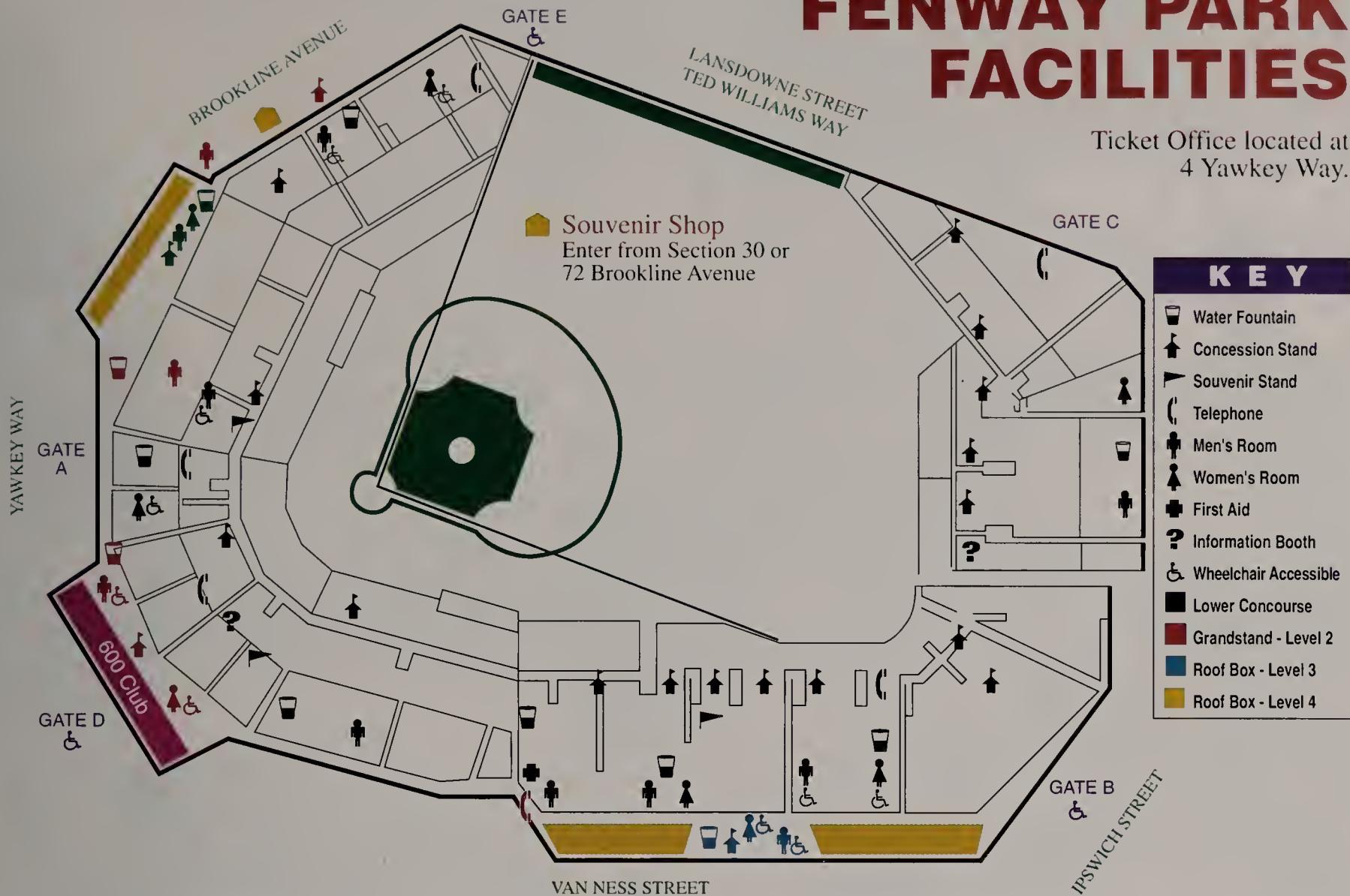
This coupon void if taxed, restricted or forbidden by law in your state. Cash value 1/20 of one cent. Good only when terms or offer are fully met. Any other use constitutes fraud.

Mr. Grocer: This coupon will be redeemed for face value plus 8¢ handling, provided terms of offer have been complied with.

Mail all coupons to: Eight O'Clock, 6001 Gateway W., F-14, Ste. 613, El Paso TX 79925

FENWAY PARK FACILITIES

Ticket Office located at
4 Yawkey Way.



FENWAY PARK NO SMOKING POLICY

For the comfort and enjoyment of all fans at Fenway Park, smoking is not permitted in the seating and restroom areas. Fans seated in the box seats, reserved seats, or the bleachers may smoke in the lower concourse area under the grandstand.

Fans seated in the roof seats may smoke on the walkways adjacent to the concession areas.

Fans who fail to comply with this policy, after appropriate warning, may be subject to ejection from the ballpark.

Red Sox Management



PLAYER PROFILE

#25 TROY O'LEARY

Age: 26; Born: August 4, 1969, Compton, CA.

Ht.: 6-0; Wt.: 198. Brown Eyes, Brown Hair.

Bats and Throws: Left.

Home: Phoenix, AZ

Selected by Milwaukee in the 13th round of the 1987 June draft after being scouted by the Brewers' then Scouting Director Dan Duquette.

Claimed off waivers from Milwaukee and added to Red Sox 40-man roster, April 14, 1995.

Major League Experience: Milwaukee (1993-94); Boston (1995-96).

IN 1995:

- ◆ Hit .308 in 117 games with a M.L. career-high 10 HR.
- ◆ Hit a pinch-hit, 3-run homer (his 3rd M.L. HR) off the second deck in Detroit May 7 in 12-1 win.
- ◆ Began season as utility outfielder; became regular rightfielder May 13.
- ◆ Hit two HR in bottom of 10th inning off Bobby Ayala to beat Mariners 2-1 June 4.
- ◆ In June, hit .371 (33-89).
- ◆ Had two triples vs. Detroit July 2 (in 12-1 win), the first Sox player to do so since Dwight Evans (May 11, 1986).
- ◆ Had his first M.L. 2-HR game July 6 at Minnesota in 6-4 loss.
- ◆ Back spasms forced him off the Division Series roster.
- ◆ Honored with the Harry Agganis Red Sox Player Award by Boston Writers Assoc.
- ◆ Hit over .300 vs. seven opponents with high of 9-18 .500 vs. N.Y.
- ◆ Led Red Sox with .349 average (73-209) in Fenway Park.

IN 1996:

- ◆ In April was 30-95 .316 in 25 games with 12 RBI.
- ◆ Started in all three outfield positions.
- ◆ Hit game-winning HR in the 11th inning May 10 to beat Toronto 6-5.

CAREER:

- ◆ Was three-sport star at Cypress (CA) High School earning All-Star honors in football and named All-League in baseball.
- ◆ Received football scholarship offers from Arizona, New Mexico, Oregon State and Hawaii.
- ◆ In 1988, hit career-high .345 (70-203) for Helena (Brewers, Pioneer Rookie L.).
- ◆ In 1992, was named Texas L. (AA) MVP at El Paso and led the league in avg. (.334), G (135), R (92), H (169) and SB (76) with a career-high 79 RBI.
- ◆ Made M.L. debut May 9, 1993 in LF in Fenway Park for Milwaukee.
- ◆ Hit first M.L. home run May 17, 1994 in Cleveland off Dennis Martinez.

©1996 The Gillette Company (USA), Inc.

The Closest, Most Comfortable Shave In The World.



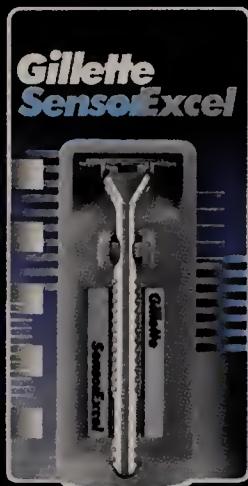
Gillette SensorExcel with protective microfins.

There's no razor like SensorExcel®. It's the only one with individually spring-mounted twin blades and soft, protective microfins. The spring-


Spring-mounted blades mounted blades automatically adjust to every curve of your face. The soft, flexible microfins are positioned in front of the blades to protect your skin while gently setting up your beard so the blades can shave closer with incredible comfort.

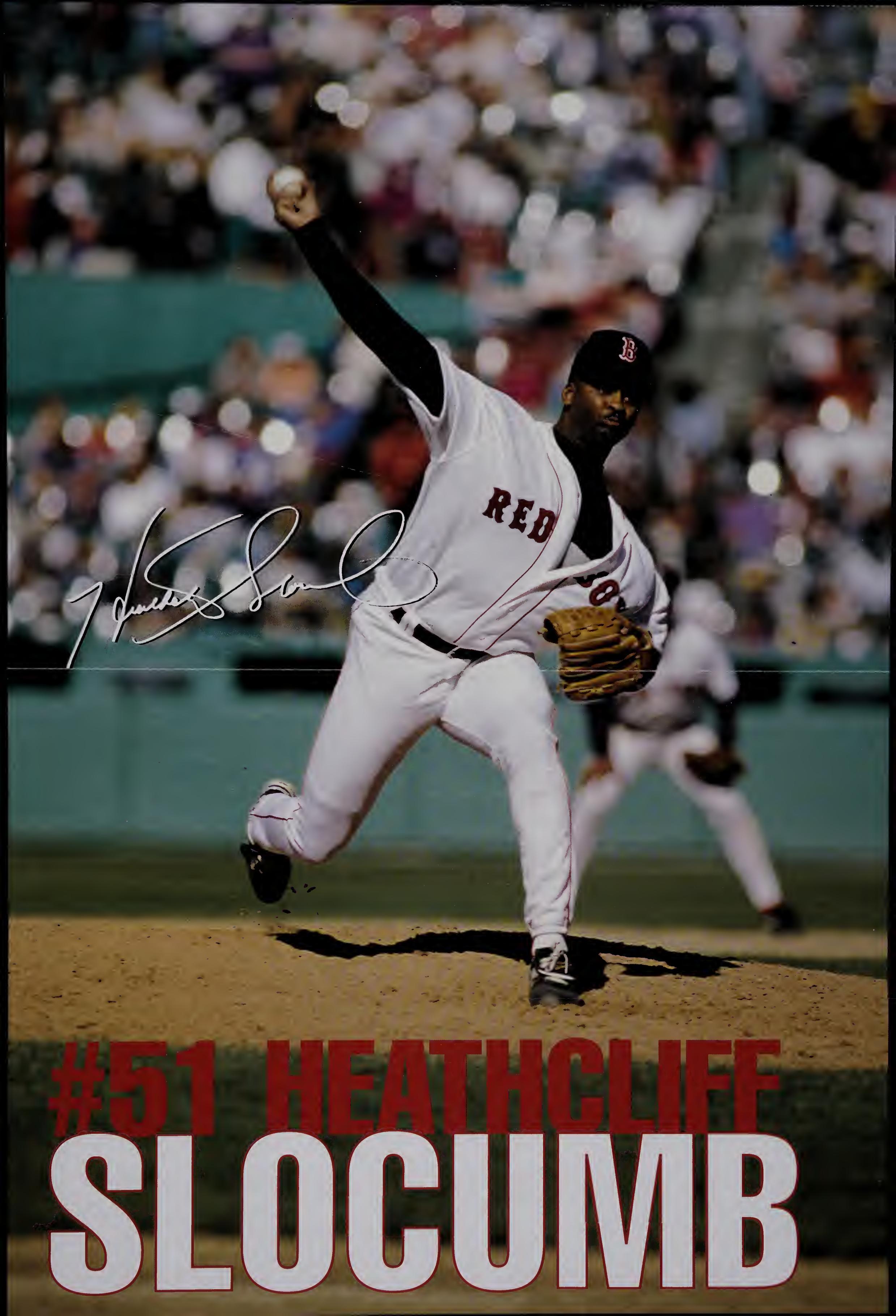
The SensorExcel razor also has a responsive Flexgrip® handle and pivoting head for superior maneuverability.

No razor feels more comfortable during your shave or leaves your face smoother after than SensorExcel.



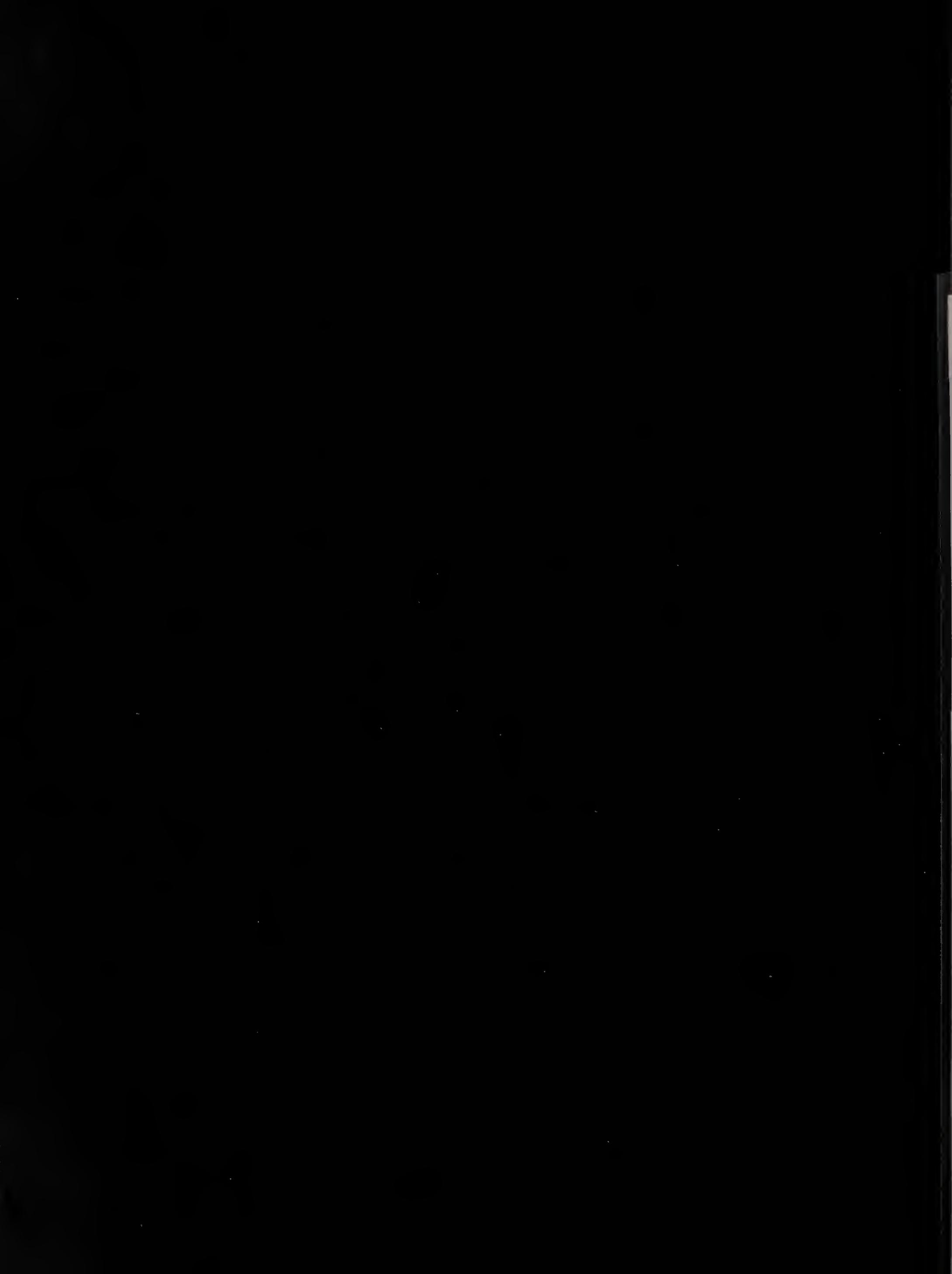
Gillette

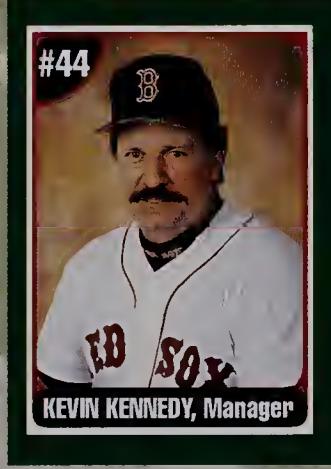
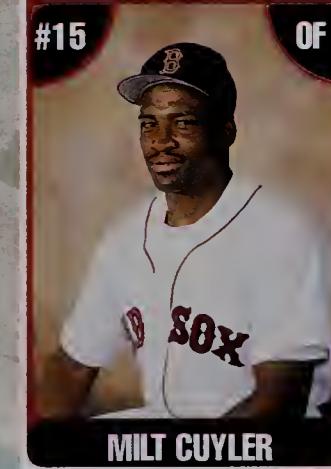
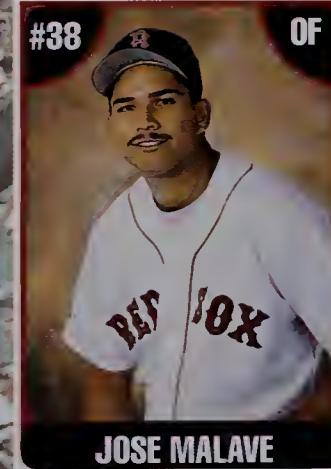
The Best a Man Can Get



Timothy Slocumb

#51 HEATHCLIFF SLOCUMB





1996 BOSTON RED SOX



Marlboro Lights



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

10 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1996